AUGUST 7, 1944

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DETROIT

BROADCASTING

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Broadcast Advertis[illegible]

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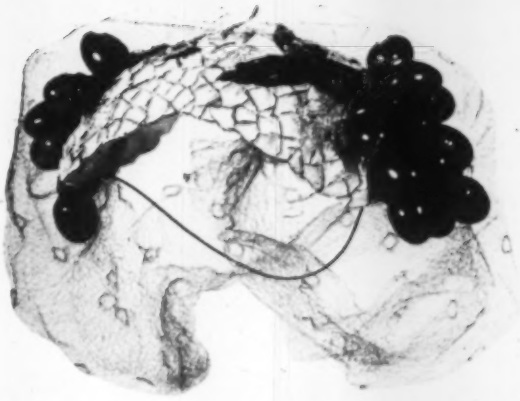
Woodward & Kirby
Detroit 2, Michigan

what's WOR got to do with sex?



WOR *that power-full station*

Let's say you're a maker of men's clothing, cigarettes, or hair tonic. Or suppose you sell bustles for the ladies. Don't you think it would be quite important for you to know whether your WOR listeners are men and/or women? We're pretty certain that it would.

WOR is uniquely equipped to let you know *exactly* what kind of listeners it can deliver during the time your program is on the air. For Crossley, Inc., which prepares WOR's "Continuing Study of Radio Listening," has its personal interviewers check carefully on the age and sex of the thousands of listeners talked to month in and month out throughout the year.

For instance, here's a specific age and sex breakdown made for WOR by Crossley, Inc. on one Saturday evening show:

IN EVERY 10 LISTENING HOMES, THE AUDIENCE INCLUDED 25 LISTENERS—THE MAJORITY OF WHOM WERE . . .

MEN	AGES	WOMEN	AGES
3	16 to 35	6	16 to 35
5	36 to 55	6	36 to 55
		1	over 55

Buying time today can be as scientific and *productively* accurate as building a house, when you plan with the facts uncovered by WOR's exclusive "Continuing Study of Radio Listening." Let us help you make a greater per-penny profit on every penny you invest in New York radio. The number is PE 6-8600. Our address, 1440 Broadway, in New York.

XUM

LD MASTERS

Some of Chicago's Best Musicians Have Been with WLS Nearly 20 Years

Advertisement number 7 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

Long association with others gives one a good insight into their likes and dislikes, their way of life. Because so many WLS workers have been associated with the station for a long time, they know the radio audience of Midwest America, their likes and dislikes in radio entertainment and service. That's also why WLS can specialize in broadcasting the exact kinds of music these listeners wish to hear. For Herman Felber, who conducts the WLS Concert Orchestra, has been with the station since 1927. Theodore DuMoulin, 'cellist and contractor with the orchestra, has been at WLS since 1926. Here is another department at WLS with the "know how" to please and influence listeners, a knowledge developed in long years of association with the radio audience. All in all, it's the big reason why *WLS Gets Results!*

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

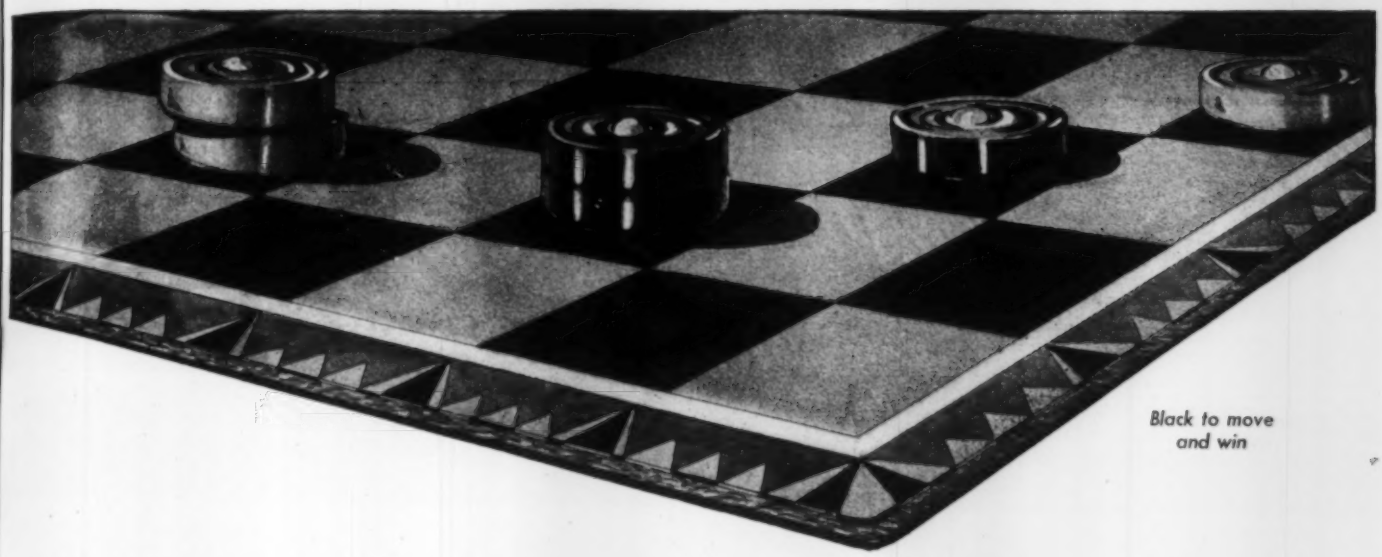
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL



Black to move and win

You can win New England with the *Right Move*

Make your radio appeal direct to New England homes through The Yankee Network's twenty-one home-town stations. Retail merchants everywhere will appreciate this — and not only appreciate it but prefer it to hit-or-miss long distance selling.

The local merchant wants local advertising support. It is instinctive for him to keep the inventory up and give his best selling effort to the products best advertised locally.

The Yankee Network's twenty-one stations can put you right up front with every retail merchant in these twenty-one cities and their trading zones. They put impact into your selling in every important market, and they give you all New England in one move.

Acceptance is
THE YANKEE NETWORK'S
Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

We proudly present KOIL'S newscasters

These newscasters, together with KOIL's newswriters and news services, are jointly responsible for OMAHA'S HIGHEST DAYTIME NEWS RATING.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS Omaha in
5000 WATTS . . . 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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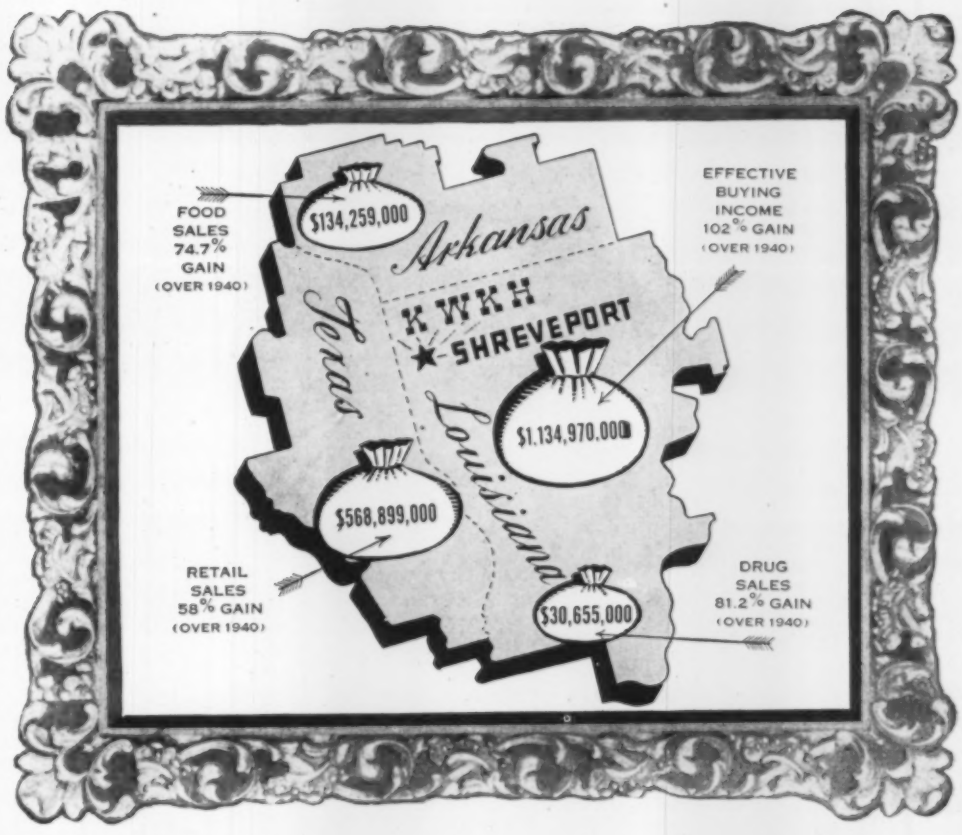
MORE Listeners IN THE LIVING ROOMS . WFLA

WFLA TAMPA— NBC
JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE



PORTRAIT OF A *Prosperous* MARKET

● While markets throughout the nation, flushed with wartime growth, are showing fantastic gains in population, buying power, sales, etc., may we point out one that shows steady, reasonable gains *without* the obvious wartime danger signals?

For here is a market, rich in oil and gas, lumber and minerals, agriculture and livestock, whose wartime population increase is small, yet one in which prosperity is definitely on the upswing. Latest figures show steady rises . . . gains which have been repeated, year after year, for decades past. And each new increase represents a long-term investment for alert advertisers, intent upon increasing sales *now* . . . building *greater* sales for the future.

Only KWKH covers this prosperous market completely, effectively. For further details, contact the station directly, or . . . ask a Branham Man!

(The above figures were compiled from Sales Management's 1944 "Survey of Buying Power.")

KWKH

50,000 WATTS

A Shreveport Times Station **CBS** Represented by the Branham Co.

THE *SELLING* POWER IN THE *BUYING* MARKET

INSPECTION ON THE LINE

MAKING HISTORY IN COMMUNICATIONS

Inspection before assembly, quality control . . . more than that . . . team work from material dispatcher, assembler, inspector, to the girl on the packing line . . . have made possible the fine achievement represented by the Army and Navy "E" Award presented to the men and women of the Universal Microphone Company.

In production of military microphones before Pearl Harbor, Universal had the necessary "know how" for immediate war production. The engineering experience and production efficiency of war production will be reflected in the electronic voice communication components offered by Universal to consumers in the future. Until then – BUY WAR BONDS.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

CABLES FOR CONQUERORS

PEORIAREA
IN PEACE—IN WAR

SALUTE TO
KEYSTONE STEEL & WIRE CO.

Keystone is another Peoria plant producing 100% for the Armed forces. Its 1,900 employees working in a huge plant of over one million square feet of floor space manufacture billets, rods and wire, including high carbon and special analysis wires. These materials go to nearly 1000 fabricating companies who convert Keystone's product into innumerable vital pieces of equipment and parts for the Armed forces. One of the thousands of important uses of Keystone wire is the cable on mine-sweepers, landing craft and cargo vessels. Keystone also manufactures woven wire fence, barbed wire, steel posts, etc., used by farmers in stepping up food production.

NO RE-CONVERSION IN PEORIA

Keystone Steel and Wire Company, like many other Peoria industries, will have no reconversion problem when the war is over. The same machines that produce for the Army and Navy now, will then supply civilian needs. The fabricators who convert Keystone products will again supply the bins and hardware stocks of hometown merchants. Keystone fears no post-war unemployment period.

WMBD serves the workers of Keystone — and all PeoriArea. A thrifty heart-of-Illinois section comprising 16 counties bountiful in livestock and grain, thriving with industry; PeoriArea is a market to cultivate for both present and postwar sales. Reach this rich market area of 600,000 population over Radio Station WMBD.

WMBD
FREE & PETERS
Exclusive National
Representatives

PEORIA BROADCASTING COMPANY • PEORIA, ILL

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

HENRY Q. HAWES

V. P. and General Manager, McCann-Erickson, Pacific Coast

Says—"Spot broadcasting goes where we send it—and does the job we send it to do"

●Yes, and it sounds as if Mr. Hawes also means "—with no ifs, ands or buts"! Which is just about right. *You* select the markets you want—the stations you want—the time you want—the kind of program material you want. So, if you know your stuff, you naturally get the kind of *results* you want.

●When it comes to selecting markets and stations, a great many fairly cagey advertisers have told us that the group shown at the right comprises the finest "list" in America. Some of our customers buy them, *straight across the board*, because they are a beautifully balanced cross-section of clear channel and regional stations representative of the most stable and productive elements in the radio industry. What more do *you* want?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUEPQUE
KRIS	CORPUS CHPISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Granite 3615 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 6 WASHINGTON, D. C., AUGUST 7, 1944 $5.00 A YEAR—15c A COPY

Y&R Assumes Burden in WAC Dispute

Prepared to Use Radio When Available

By JACK LEVY

TAKING entire responsibility for excluding radio from current WAC advertising expenditures, Young & Rubicam last Friday issued a formal statement explaining that broadcasting industry policies had discouraged them from buying time in the past but that the agency is prepared "to act immediately whenever efficient coverage can be purchased."

In issuing the statement, which was mailed to all radio stations, Sigurd S. Larmon, president of Y & R, declared: "I wish to make it clear that the War Dept. has relied completely on our professional judgment. The media plan we recommended early in June for the first stages of the campaign was entirely our own, prepared on our responsibility. The War Dept. accepted our recommendations."

Speed Was Necessary

Y & R stated that its plans board had discussed possibilities of using radio in June when it was awarded the WAC account for the fiscal year 1944-45, and that hope was expressed at that time that special shows and special appeals could be used without violating the radio industry policy regarding paid Government advertising.

"However," Y & R explained, "because of this policy of the industry we had no reason to believe that such plans could proceed quickly. Since the need for more WACS is an urgent one, speed in getting the campaign started was of the utmost importance. We, therefore, recommended to the War Dept. a program calling for the use of those media through which we could immediately purchase national coverage."

The statement took the NAB to task, and particularly Lewis H. Avery, Director of Broadcast Advertising, for delay in canvassing stations as to their policies on Government advertising. Although Mr. Avery issued his open letter to the agency June 20, the agency pointed out, it was three weeks before he conferred with Y & R when he "confessed he did not know how many stations would accept WAC advertising."

It was not until a full month after his open letter that Mr. Avery began his survey to determine industry policy, which he instituted at their request, Y & R said. "Although the NAB has released some information to the trade press, the agency added, "it has given us no information whatsoever to date as to the number of its member stations which will or will not accept paid Government advertising."

The agency expressed regret that some broadcasters might withdraw WAC messages until the issue is settled. "As we see it", Y & R concluded, "the issue must be resolved by the industry itself. Pending decision by the industry we do not believe broadcasters will stop working for the WAC."

441 Favorable

In an effort to make its best possible showing to Young & Rubicam on station willingness to accept WAC advertising, Mr. Avery sent wires Thursday to approximately 400 stations which had not yet replied to the NAB questionnaire.

NAB's survey included 878 commercial stations in the United States and territories. Up to late Friday 489 had replied, of which 441 were favorable to WAC advertising, 46 against and two undecided. Of those replying affirmatively, about 350 listed specific availabilities, the majority offering 15-minute periods five times weekly and nearly 100 stations submitting 15-minute periods three times weekly.

While stations generally are receptive to WAC advertising, network policies continue to oppose the acceptance of Government money

(Continued on Page 64)

OK With Hobby . . .

AMONG the 90% of radio stations responding affirmatively to the NAB survey on acceptance of paid WAC advertising is KPRC Houston, Tex., owned by W. C. Hobby, whose wife, Col. Oveta Culp Hobby, is Director of the WAC. In response to a query from BROADCASTING, Kern Tips, station manager, advised that "KPRC is cooperating and will continue to cooperate 100% with all war agencies without reference to paid advertising. If and when appropriations are earmarked for purchase of time KPRC will be available for programs on regular commercial basis". Mr. Hobby, former Texas Governor, also is owner of the *Houston Post*.

. . . and Macy Too

WFAS White Plains, N. Y., will accept WAC advertising if and when time is sought for such promotion. Frank A. Seitz, manager, told BROADCASTING the station has advised NAB it can offer three 15-minute periods a week, with dramatized spots as second choice. The station is owned by Col. J. Noel Macy who is in charge of WAC recruitment for the War Dept. Bureau of Public Relations. Col. Macy also is owner of a string of newspapers in Westchester county.

Text of The Young & Rubicam WAC Statement . . .

ON JUNE 20 Mr. Avery of the National Assn. of Broadcasters addressed an open letter to Young & Rubicam, requesting that the entire appropriation for WAC advertising for the coming year be devoted to radio.

This letter was released to the press without consultation with Young & Rubicam. No member of our staff received a call from the NAB or from any individual broadcasting stations relating to the subject discussed in Mr. Avery's letter. The letter was given wide circulation by the NAB and attracted comment in the trade press.

The radio industry knows Young & Rubicam's open-door policy. Media representatives know that at Young & Rubicam they can secure a complete and thorough hearing for their claims at any time. Media representatives know that we welcome their aid and their suggestions.

The radio industry knows Young & Rubicam's record of expenditure for radio time. The industry is familiar with our pioneering in the radio field, and our belief in the effectiveness of radio advertising. It, therefore, seemed entirely unnecessary to treat this matter as a controversy or to present it in such a way as to imply that either this agency or the War Dept. was discriminating against radio as a medium.

Because it has been treated as a controversy and because the NAB has so acted as to question the advice given by this agency to the War Dept., we wish to review the recommendations we made to the War Dept. and our reasons for making those recommendations.

Young & Rubicam administered the WAC advertising appropriation for the fiscal year 1943-44. As stated in Mr. Avery's letter, that appropriation was spent almost entirely for newspaper advertising—none for radio time.

It was not invested in radio because the radio industry under the policy adopted at the NAB convention in April 1941 declared its "desire to continue its present practice of making its facilities available at no cost to the Government". Radio facilities were freely available to the Government under that policy.

At no time in the year 1943-44 was any inkling given of a desire to change this policy, neither was any question raised by the NAB or by any group of broadcasters. Newspaper advertising money was being invested, radio facilities were being donated under the policy of the industry itself.

The non-purchase of radio was not based on any underestimate of the value of radio. Great reliance was placed on radio industry cooperation by both this agency and the War Dept.

The use of radio was discussed by the Young & Rubicam Plans Board in June immediately following the award of the WAC account to Young & Rubicam for the year 1944-45. Hope was expressed that ways could be found to develop special shows and special appeals for radio use without violating the expressed policy of the radio industry regarding paid Government advertising.

However, because of this policy of the industry we had no reason to believe that such plans could proceed quickly. Since the need for more WACs is an urgent one, speed in getting the campaign started was of the utmost importance. We, therefore, recommended to the War Dept. a program calling for the use of those media through which we could immediately purchase national coverage.

We were familiar with the resolution of June 3, 1943, which the NAB had passed with reference to the Bankhead Bill. We did not regard it as a reversal of the policy of the Spring of 1941. Neither did the NAB, up until June 20, 1944. For during the entire period money was being invested for newspaper advertising for the WACS and other military recruitment without comment by the NAB.

Shortly after Mr. Avery's letter of June 20 was received we talked to him on the telephone. Mr. Carlos Franco of the Young & Rubicam staff called him and offered to come to Washington imme-

(Continued on Page 65)

Nets Get Largest Advertising Slice

Printed Media Trail; P & G Biggest Single Timebuyer

PROCTER & GAMBLE Co., with a total network expenditure of $10,825,222, was the largest network timebuyer in 1943, according to an analysis of 1943 advertising expenditures of the 100 leading national advertisers, released last week by the CBS Research Dept.

Of a $298,447,527 total spent in four media, the major networks received the lion's share, $126,097,616, while $103,163,285 went to magazines, $61,299,500 for newspapers and $7,887,126 for farm papers. This breakdown varies somewhat with others as CBS included advertising in the *American Weekly* and *This Week* in the magazine, rather than the newspaper column.

P & G Heaviest Buyer

Procter & Gamble spent $6,958,500 with NBC and $3,866,722 with CBS. The Cincinnati soap company also led the field when all four media are considered, spending $4,676,014 in magazines, $3,261,000 in newspapers and $8,000 in farm papers to bring the company's grand total to $18,770,236. P & G's distribution of its advertising expenditures is typical of the entire group, which also spent more money for network radio (and CBS points out that these figures cover facility costs only) than for any other medium.

Of the 100 leaders, 76 purchased some network time, 48 using CBS, 36 NBC, 26 Blue and 11 Mutual. (Use of more than one network by 34 companies makes the total of the individual network figures more than 76.) Of the 42 advertisers who bought time on only one network, 21 used CBS, 10 NBC, 7 Blue and 4 Mutual.

Total network billings of the group for the year were divided as follows: NBC, $49,900,514; CBS, $49,061,952; Blue, $21,794,099; Mutual, $5,341,051. Including only 76 network advertisers, these figures are of course considerably short of the total billings of the networks for all their advertisers, approximately $151,791,000 for the year.

P&G Contest

PROCTER & GAMBLE Co., Cincinnati, will award 500 $50-War Bonds to post Pearl Harbor babies in a contest on behalf of Ivory Soap. According to announcements on P&G programs, *Life Can Be Beautiful* (CBS) and *Right to Happiness* (NBC), contest will be based on completing the sentence, "I think every wartime baby should own War Bonds because . . ." Sentence is to be completed in 25 words or less. Contest ends Sept. 9. Besides radio promotion, magazines, newspapers and store displays also will be used. Agency is Compton Adv., New York.

Media Expenditures by 100 Leading Advertisers, 1943

(Compiled by CBS Research Dept.)

ADVERTISER	Network Expenditures					Other Media*		
	CBS	NBC	Blue	Mutual	Total Network	Magazine	Newspaper	Grand Total
Procter & Gamble	$3,866,722	$6,958,500	$	$	$10,825,222	$4,676,014	$3,261,000	$18,770,236
General Motors	450,854	385,030			835,884	7,944,207	2,574,000	12,635,358
General Foods	4,868,710	3,633,831	5,224		8,507,765	2,774,843	337,000	12,087,386
Lever Brothers	4,524,100	1,270,470			5,794,570	2,453,087	2,016,500	10,451,607
R. J. Reynolds	2,262,210	1,158,684			3,420,894	2,458,466	3,528,500	9,840,030
Sterling Drug	2,141,801	4,586,957	937,868		7,666,626	1,012,412	828,500	9,599,751
General Mills	1,114,666	2,368,361	1,927,013		5,410,040	1,665,281	1,023,000	8,456,893
Coca Cola Co.	508,160		3,519,851		4,028,011	1,009,132	2,784,500	7,821,643
Colgate-Palmolive-Peet	1,158,415	1,327,052			2,485,467	2,805,096	2,467,000	7,757,563
Liggett & Myers	1,528,780	2,492,840			4,021,620	1,826,073	1,566,000	7,422,589
American Tobacco	1,024,971	1,935,654	857,658	388,462	4,206,745	1,446,431	880,000	6,533,176
Seagram's—Distillers						3,462,040	2,579,500	6,041,540
American Home Prods.	2,839,573	1,375,672	55,341	418,429	4,689,015	1,042,892	305,500	6,038,482
General Electric	1,299,255	717,612			2,016,867	2,856,648	616,500	5,719,615
Philip Morris & Co.	1,388,259	729,456			2,117,715	1,497,643	1,246,500	4,954,158
Schenley Distillers	890,435		234,980	167,116	1,292,531	2,735,137	904,000	4,932,122
Kellogg Co.			1,495,559	798,325	2,293,884	1,231,270	1,200,000	4,760,814
Standard Brands	168,912	2,449,510			2,618,422	754,236	1,126,500	4,646,228
Bristol-Myers		1,210,956	842,650		2,053,606	2,204,119	87,500	4,454,521
Andrew Jergens		716,484	697,693		1,414,177	1,876,318	952,500	4,242,995
Miles Labs.		2,271,764	1,534,958		3,806,722	251,235	11,500	4,081,973
P. Lorillard Co.	766,458	327,360			1,093,818	713,241	2,210,500	4,017,559
Chrysler Corp.	697,724				697,724	1,227,515	1,528,000	3,643,384
Texas Co.	797,073		828,983		1,626,056	1,115,586	568,500	3,548,201
Quaker Oats Co.	832,266		884,949		1,717,215	546,951	1,130,000	3,483,345
National Distillers						1,977,285	1,485,500	3,462,785
Ford Motor			2,497,845		2,497,845	361,442	351,500	3,368,572
Socony Vacuum Oil Co.			1,364,481		1,364,481	1,293,099	266,500	3,054,624
Goodyear Tire & Rub.		462,384			462,384	1,960,611	245,500	2,971,824
Swift & Co.			985,227		985,227	1,740,249	135,500	2,903,669
Campbell Soup Co.	1,540,680				1,540,680	1,271,215	21,500	2,833,395
Wm. Wrigley Jr. Co.	2,657,483				2,657,483	44,954	40,500	2,769,437
Natl. Dairy Prods.		1,405,815			1,405,815	931,713	346,500	2,684,028
Brown & Williamson	2,212	2,122,846			2,125,058	387,128	160,000	2,672,186
Westinghouse E. & M. Co.		537,402			537,402	1,597,501	335,000	2,623,003
Lambert Co.						1,751,127	596,500	2,379,427
Armour & Co.						1,450,734	699,000	2,241,358
B. F. Goodrich	784,298				784,298	1,107,695	175,500	2,229,905
American Tel. & Tel.		711,228			711,228	1,305,609	500	2,139,304
H. J. Heinz Co.		648,944	144,464		793,408	896,248	331,500	2,044,956
Vick Chemical Co.	34,882	787,155			822,037	509,380	676,500	2,027,492
Lehn & Fink			99,672	341,493	441,165	1,114,923	384,000	1,965,978
Walker, Hiram—Gooderham & Worts						1,211,887	730,500	1,942,387
National Biscuit Co.						880,448	916,500	1,849,508
U. S. Rubber Co.	796,731				796,731	567,949	312,500	1,782,388
Firestone T. & R.		704,508			704,508	662,771	131,000	1,777,990
Corn Products Ref. Co.	482,253				482,253	1,037,506	134,500	1,745,282
Carter Products			760,534		760,534	298,609	647,500	1,711,694
Ralston Purina Co.		86,604			86,604	625,229	716,000	1,677,925
Studebaker				5,880	5,880	820,038	657,500	1,666,961
Nash-Kelvinator						1,086,610	559,000	1,645,610
Lamont Corliss & Co.	18,252				18,252	1,275,299	333,500	1,641,451
E. I. DuPont de Nemours		608,400			608,400	595,824	241,500	1,638,865
Best Foods			30,715		30,715	566,964	1,029,000	1,633,753
Canada Dry Ginger Ale						878,418	718,500	1,596,918
Owens-Illinois Glass	1,047,467				1,047,467	494,467	50,000	1,591,934
Pabst Sales Co.	536,555				536,555	538,718	509,500	1,584,773
Gospel Broadcasting Assn.				1,566,132	1,566,132			1,566,132
Phileo Corp.	541,568		50,251		591,819	491,740	379,500	1,511,559
Johnson & Johnson	239,949				239,949	1,007,907	132,000	1,497,905
Wander Co.			503,332		503,332	872,915	91,500	1,467,747
B. T. Babbitt Inc.	128,842	1,312,459			1,441,301	5,465		1,446,766
Pepsodent Co.		728,748			728,748	553,040	89,500	1,425,659
F. W. Fitch Co.		881,136	152,316		1,033,452	178,967	184,000	1,424,139
Cudahy Packing Co.	114,703	626,428			741,131	256,425	417,500	1,415,056
Borden Co.						1,038,040	312,500	1,392,569
Continental Baking Co.	705,421				705,421		680,500	1,385,921
Pepsi Cola Co.						383,090	994,000	1,377,090
Sun Oil Co.	3,121		837,146		840,267		503,000	1,343,267
Mennen Co.	206,232				206,232	969,262	31,500	1,337,509
Lewis-Howe Co.	487,731	693,240		28,560	1,209,531		122,000	1,331,531
Standard Oil of N. J.						227,822	1,062,500	1,331,322
Park & Tilford						469,115	812,000	1,281,115
Loew's Inc.			249,664	123,660	373,324	725,237	147,000	1,268,521
Radio Corp. of America			295,725		295,725	762,303	158,500	1,253,728
International Cellucotton Prod.						1,203,378	29,000	1,232,378
Chesebrough Mfg. Co.	643,755				643,755	196,084	388,500	1,228,339
E. R. Squibb & Sons	754,384				754,384	393,024	10,000	1,214,838
R. B. Semler Inc.				919,438	919,438	288,135	7,000	1,214,573
P. Ballantine & Sons	220,191				220,191	496,960	453,500	1,170,651
Libby, McNeil & Libby						987,991	173,000	1,160,991
Doubleday Doran & Co.						579,362	565,500	1,146,045
Jos. Schlitz Brewing Co.						674,536	468,500	1,143,036
Eastman Kodak Co.						1,123,122	17,500	1,140,622
Consol. Vultee Aircraft						617,262	353,500	1,117,527
Gulf Oil Corp.	524,230				524,230	180,451	319,500	1,116,341
Union Carbide & Carbon						697,623	232,000	1,105,273
Shell Union Oil Co.						710,104	372,000	1,099,891
Lady Esther	779,568				779,568	33,564	251,500	1,084,341
Cal. Fruit Growers Ex.	187,429				187,429	615,957	217,000	1,079,493
Carnation Co.		572,208			572,208	235,429	262,000	1,073,830
Zonite Products				583,556	583,556	310,798	142,500	1,061,631
Parker Pen Co.	490,899				490,899	548,171	22,000	1,061,070
Eversharp Inc.	752,695				752,695	196,359	89,000	1,038,054
Prudential Ins. Co.	574,697				574,697	431,795	24,000	1,030,492
Cal. Packing Co.						795,021	232,500	1,027,521
Pillsbury Flour						413,608	503,500	1,023,365
S. C. Johnson & Son		779,960			779,960	81,150	152,000	1,013,110
Emerson Drug Co.	676,380	314,856			991,236	11,264	1,000	1,003,500
U. S. Steel						573,286	224,000	1,001,869
TOTALS	$49,061,952	$49,900,514	$21,794,099	$5,341,051	$126,097,616	$103,163,285	$61,299,500	$298,447,527

	Total	CBS	NBC	Blue	MBS
Network Advertisers	76	48	36	26	11
Exclusive Advertisers	42	21	10	7	4

* Expenditures in Farm Papers omitted. Total $7,887,126.
Radio expenditures for facilities only; talent not included.

Fly Denies Immediate Plans to Resign

Conscious of Personal Needs; May Leave In Fall

RADIO's favorite topic of conversation—"When will Fly resign"—was clarified somewhat last week with the statement by the FCC chairman that while he has been "conscious of personal considerations which indicate the wisdom of my returning to the private practice of law," he had no plans "at the moment" of leaving his Government post. He inferred, however, in his first recognition of repeatedly published reports, that he would leave after "a few jobs" are finished.

Mr. Fly for several weeks has advised confidants that he planned to leave the Commission, feeling that he should look to his personal fortunes after 15 years of continuous Government service with the Department of Justice, the TVA and, since 1939, the FCC. He had pegged no date, however, though it was felt he might leave by mid-August or early September. Evidently aroused by inferences that he would quit "under fire," Mr. Fly released a one-paragraph denial last Monday. It read:

No Comment

"In view of the unreliable rumors as to my resignation from the Federal Communications Commission, I should like to set this matter at rest. I have been in the Government service for a continuous period of 15 years. For some time I have been conscious of personal considerations which indicate the wisdom of my returning to the private practice of the law. However, there are a few jobs to finish around here and I propose to see them finished. At the moment I have no definite plan except to remain here for some substantial period of time."

Whether the Chairman will leave before the November elections was problematical. He has refused to comment on reports [BROADCASTING, July 17, 24] that he would return to private practice of law or become an executive of Muzak Corp., now providing transcribed service to hotels, restaurants and other public places, but which aspires to establish a non-commercial radio service to homes on a subscription basis. William B. Benton, president of Muzak, vice-president of the U. of Chicago and former head of Benton & Bowles, one of the top agencies in radio placements, likewise has declined to discuss the reports.

Mr. Fly's statement came a day after Drew Pearson, Blue commentator, reported on July 30 in his broadcast that Mr. Fly would resign in November to become affiliated with the Benton organization. Mr. Pearson inferred the White House was the source of his information. In informed quarters it was reported Mr. Fly had sought to submit his resignation some weeks ago but had been advised, in substance, by one of the President's closest advisers, that there was no hurry.

Three Big Questions

Precisely what Mr. Fly meant in asserting there are "a few jobs to finish" was the subject of speculation. He has evinced great interest in postwar communications and has been a staunch advocate of a merger of external communications, more effectively to compete with the British and other monopolies. His name has been linked with the post of coordinator of communications, but it is now doubted, in view of his own statement, that he would remain with the Government when he leaves the Commission. Despite repeated conflicts with members of Congress and officials in Government, Mr. Fly nevertheless has been highly regarded by President Roosevelt and has done things seldom achieved by men below cabinet rank.

Some months ago there were three important projects which Mr. Fly evidently felt should be battled to the end—the 1945 fiscal year appropriation for the FCC, the White-Wheeler bill (S-814) which would have reorganized the FCC and made the post of chairman innocuous, and the House Select Committee investigation of the Commission. The appropriation issue was settled when Congress lopped off more than two million dollars of the FCC's requested budget. The White-Wheeler bill was pigeonholed by Chairman Wheeler (D-Mont.) with the statement that radio wanted no legislation. There remains, therefore, the Lea Committee probe.

Mr. Fly's resignation would leave two posts on the FCC vacant—unless the President fills the existing vacancy before then. Commissioner T. A. M. Craven left July 1 to become a vice-president of the Iowa Broadcasting Co., of which Gardner Cowles Jr., is head. There are a number of candidates, with the name of Rosel H. Hyde, assistant general counsel of the FCC in charge of broadcasting, most frequently mentioned.

Probe Blocks Way

Talk has centered around elevation of C. J. Durr of Alabama to the chairmanship. A left-wing New Dealer, he would have strong CIO support. He is the brother-in-law of Associate Justice Hugo Black of the Supreme Court. His succession to the chairmanship would not meet with the approval of any of the communications fields subject to FCC regulation.

In recent weeks there has been talk on Capitol Hill that should Mr. Fly resign, the Lea Committee would consider its work completed, file a report and ask to be dismissed. On the other hand, Mr. Fly is said to have confided that he would never leave public office as long as he is under fire. Should the investigation be concluded, then the way would be clear for his resignation.

Chairman Lea (D-Cal.) of the House Select Committee last month declined to comment on persistent talk that the investigation would be concluded. He did say, however, that no interim report would be filed, despite the fact that the first phase of the inquiry is closed. Veteran Congressional observers pointed out that interim reports are customary as each phase of an investigation is completed.

Following a surprise hearing July 25 [BROADCASTING, July 31] Chairman Lea said that the investigation "will be completed" and that "we hope to finish it this session." Eugene L. Garey, former Committee general counsel, had repeatedly told the Committee that the investigation would take "months" to complete and Committee members have remarked that "only the surface" had been scratched.

Chairman Lea said last week, just before leaving Washington for a brief rest, that his plans are to resume public hearings in September, although a definite date has not been set. He scouted the theory that pressure might be brought by Administration forces to conclude the investigation, thus giving Chairman Fly an opportunity to resign without being under fire.

"Our next phase will be alleged favortism in granting licenses," said Chairman Lea.

KNOW THESE FOLKS? Rare photo is of the first CBS staff party photographed in April 1929 in the home of Ernie Naftzer, CBS music clearance, 33 W. 67th St., New York, which was then used for studio.

Pioneer Columbians can be identified by numbers: 1—Rosellen Callahan; 2—Frank Knight. 3—Eunice Brokenshire. 4—Mrs. Helen Husing (first wife of Ted Husing, sportscaster); 5—Mrs. Ralph Wentworth; 6—F. Channon Collinge; 7—Virginia Gates and 8—Agnes Law, now CBS librarian.

9—Ethlyn Baird; 10—Helen McCall; 11—Harriet Hess, now CBS supervisor of program typing; 12—Gladys Scheel (Mrs. Charles Speer); 13—Ruth Gardner; 14—Jimmy Appell and 15—Julius F. Seebach Jr. program director, WOR New York.

16-17—telephone operators; 18—Jimmy Whipple; 19—Lucille Singleton, now in charge of vocalists, auditions and record library, CBS music division; 20—Bill Ensign, now CBS network sales; 21—; 22—Mason Escher, still at CBS, technician—now in charge of CBS technicians training course; and 23—Mary Schultz.

24—Rob Robb; 25—Julius Mattfeld, now director of CBS music library; 26—Nelson Smith; 27—Leonard Ohl; 28—; 29—Swenson, engineer; 30—Whitaker, engineer; 31—Bailey, engineer; 32—; 33—Paul LaPorte, CBS assistant director in network operations; 34—Ralph Wentworth; 35—Helen Nugent; and 36—Don Clark.

37—William A. Schudt Jr., now Eastern division manager, CBS station relations department; 38—; 39—Tom Reid; 40—Paul Greene; 41—; 42—Nicholas Corpulongno; 43—David Ross; 44—Henry Burbig; 45—Ann Honeycutt; 46—Helene Mueller; 47—Lucille Black (the Nitwits-played Mocha de Polka); 48—Brad Browne, the Nitwits; 49—Minnie Blauman, the Nitwitts, played Prof. Eczema Succotash; 50—Peg Young Browne, the Nitwits, played Patience Bumpstead; 51—Chester Miller, the Nitwits, played Lord Algernon Ashcart; 52—Georgia Backus, the Nitwits, played Aphrodite Godiva; 53—Yolande Langworthy, Nitwits, played Tizzie Lish; 54—Harry Swan, the Nitwits, played Prof. Musclebound.

CIO Set to Invade Radio on All Sides

Complaints to Fly, FM Stations Are Urged

EFFORTS OF CIO to batter its way into the nation's political leadership have taken on a pronounced radio aspect, reflected in moves to pressure stations into allocation of free time, under pain of complaint of the FCC against their license renewals.

This was brought forcibly into the open last week with the showering of copies of the CIO Political Action Committee's new *Radio Handbook* throughout official Washington, wherein unions are advised how to proceed in getting free radio time and what to do if they are refused. It is the full-scale sequel to the complaint filed by the United Automobile Workers, powerful CIO union, against WHKC Columbus, which goes to hearing Aug. 15 because a CIO political talk was edited by the station.

Urged to File for FM

Release of the *Radio Handbook* is but one phase of the CIO foray into radio. Last week *CIO News*, official mouthpiece of the union, advised member unions to file immediately with the FCC applications for FM stations to be built after the war, lest "commercial interests sew up the field". This move followed abrupt dismissal of a project by the Detroit UAW to buy WJBK, standard outlet, for some $700,000.

With their own FM outlets, according to the *CIO News* story, the labor groups would be able to present freely over their own stations their views on political, national and international problems, in keeping with the functions of the PAC which played such a dominant role in the Democratic National Convention in Chicago last month.

These moves, and others in the past few months, appeared destined to give rado its most vexatious time clearance problem since the birth of the art.

Release of the *Handbook*, copies of which were generously distributed at the FCC, drew an immediate retort from J. Harold Ryan, NAB president, who called attention to the attack made on the NAB Code of Ethics and urged all broadcasters to apply the provisions of the code "carefully and faithfully". The *Handbook* had been sent to many stations, too.

License Responsibility

Mr. Ryan pointed out that the decision as to what material is broadcast over the air must rest with someone. He said that Congress placed this responsibility directly upon the licensee of the radio station, and that this responsibility cannot be shared with anyone—the CIO or any other group or individual.

It became evident that the whole question of the NAB Code would become a topic of discussion at the forthcoming NAB Executives War Conference in Chicago Aug. 28-31. Mr. Ryan pointed out that the NAB adopted the Code as a guide in solving the many problems that naturally arise in the exercise of its responsibility. While the Code may not be perfect, he said it was an "honest attempt on the part of the broadcasters to establish a sound policy of self-regulation in the public interest".

"In intent and in practical application," he added, the Code assures labor a "fair allocation of radio time". It is the result "of many years of experience by the broadcasters in meeting conflicting demands," he said. Pointing out that the NAB Code Committee is constantly giving attention to matters arising under its provisions, Mr. Ryan said that additions or deletions may be made as circumstances seem to dictate. This, he added, gives flexibility to the Code.

"Without the guiding hand of the Code, chaos would result," he asserted. "There is no substitute for following its suggestions. Every station and every statio management is urged to carefully and faithfully apply the recommendations of the NAB Code."

Strongarm Pressure

The *Radio Handbook*, cleverly written and patterned after the most modern promotional brochures, nevertheless gets down to little short of strongarm pressure in advising labor unions how to cope with refusal of stations or networks for time. Among other things, unions were advised to "shout" and "make it loud" by asking the station manager to give his refusal and reason in writing and to then advise the station in writing that the refusal is "unfair" and to send copies to Chairman Fly of the FCC, as well as to the Political Action Committee. Local newspapers also should know about it, the pamphlet advises. Other radio stations in the community should be approached for time "while your protest is publicized".

Portents of CIO's all-out plunge into radio were evident several months ago. The situation came out in the open last September when hearings were held before the FCC on acquisition of the Blue Network by Edward J. Noble. A complaint was made by CIO against network program policies. Both Chairman Fly and Commissioner C. J. Durr upbraided the NAB Code of Ethics and station policy which precluded sale of time to labor, cooperative or other membership organizations.

Then came the UAW-CIO complaint against WHKC which resulted in designation of the whole matter for hearing on Aug. 15 on the union's petition. The FCC granted the petition after denying an almost identical one last November in connection with WHKC's license renewal. *CIO News*, in early June, urged its members in various cities to file protests with the FCC against stations that won't accept their programs. This invitation is strongly reiterated in the new *Radio Handbook*.

CIO Radio-Minded

Sporadic reports have been received indicating that CIO already has made demands on stations for free time. One recent demand has been made on WNEW by CIO Political Action Committee in New York for discussion of "pending legislation." WNEW previously had decided it would not carry political broadcasts at any time during the campaign. A meeting of executives of the station, owned by Arde Bulova, and its attorneys, has been called for this week in the light of the insistent demands.

CIO has had competent radio advice. Eugene Cotton, former attorney on the FCC staff, who for a time handled the Commission's newspaper ownership inquiry, is assistant general counsel of the union. For the last three months, however, he has been in the Navy. The union has been radio-minded for several years. A number of its locals have purchased time over stations for labor discussions and, in some instances, membership campaigns.

CIO News, in its article advocating acquisition of FM stations by unions, held that FM costs are low in contrast to standard stations. Calling attention to the price of

(Continued on page 60)

NAB War Conference Plans Go Ahead

Rumors of Cancellation Dispelled by Ryan; Others Meeting

DISPELLING whispered reports that the NAB Executives War Conference scheduled for Chicago Aug. 28-31 has been cancelled, President J. Harold Ryan last week announced that plans for the second wartime session are in their final stages, and predicted that the conference would contribute constructively to the solution of current radio problems.

Without acknowledging reports which reached broadcasters with increasing frequency that the meeting had been called off because of wartime exigencies, Mr. Ryan simply made the affirmative statement last Thursday to his membership that conference plans were progressing. He emphasized that the strides in technical developments have created problems which must be solved to insure radio's "continuing wartime efficiency".

Other Conventions Held

Rumors of cancellation developed following notice to the NAB Board by Mr. Ryan of war transportation conditions and of repeated demands from the Office of Defense Transportation that all unnecessary conferences or meetings be called off or postponed indefinitely. The board's reaction, it is understood, was about equally divided, but members pointed out that the American Newspaper Publishers Assn. trade association counterpart of the NAB, had held its convention in New York and that problems of broadcasters are as vital in the wartime economy as those of the newspapers. Moreover it was pointed out that last week 1200 delegates and their wives attended the Lions International convention in Chicago.

Mr. Ryan, under action of the NAB Board some time ago, can call off the war conference if, in his judgment, war conditions dictate that course. Attendance at the meeting will be limited to active and associate NAB members and a gross attendance of not over 600 or 650 is anticipated, as against twice that number at the last two annual meetings. Of the anticipated gross attendance, possibly 200 will be Chicago or contiguous area registrants, so that those accommodated from distant points probably will not total more than 400.

Mr. Ryan pointed out that important Government officials, including Army and Navy personnel, have indicated a desire for personal consultation with the broadcasters and will attend the conference. FCC Chairman James Lawrence Fly already has accepted an invitation as a principal speaker, while other key speakers have indicated their acceptance and are trying to clear schedules.

"There is every indication,' Mr. Ryan asserted, "that our conference will contribute constructively to ironing out some of our current industry problems and laying the foundation for more helpful coordination of radio's part in the war effort and in the period to follow. While broadcasting has performed a most important function in both military and civilian fields in the war period, tremendous strides in technical development create problems which must be resolved."

. . . said the spider to the fly

There are many lures to buying radio time. Come into my house, says one station, for power and coverage. Come into my house, says another, for prestige and popularity. Come, says another, because of my low cost.

The shrewd time buyer forgets the decoys and says, "Let's look at all three sales talks—*power*, *popularity*, and *cost*. Let's find a common denominator to see what gives me most for my dollar."

In Baltimore your answer is easy. Using Hooper, the coverage claimed by each station, and the cost per actual listener . . . and you come up with radio station W-I-T-H, the successful independent, as the best buy in this 6th largest market.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

Blue Signs Opera For Six Seasons

Texas Co. to Sponsor in 44-45 With Five-Year Option

CONTINUANCE of the Blue Network's Saturday afternoon broadcasts of operas from New York's Metropolitan Opera House for the next six seasons, with at least the 1944-45 series sponsored by The Texas Co., is assured by contracts signed last week by Edward J. Noble, chairman of the board of the Blue Network Co.; W. S. S. Rodgers, chairman of the board of the Texas Co., and George A. Sloan, president, Metropolitan Opera Assn.

Terms of the contract between the Blue and the Metropolitan call for exclusive Blue broadcasts of Met operas through the 1949-50 season. Blue-Texas Co. contract provides for Texas Co. sponsorship of the opera broadcasts for the coming winter, with options for the succeeding five years. Broadcasts, starting at 2 p. m. Saturday and continuing until the end of the opera, will again this year feature the "Victory Rally" intermission presentations.

Coming season will mark the 14th year the Blue has broadcast the operas and the fifth year they have been aired under Texas Co. sponsorship. Each opera will be shortwaved abroad as well as broadcast throughout the U. S. and Canada. Milton Cross will continue as announcer and commentator. Buchanan & Co., New York, is the Texas Co. agency.

WBTH, WSIX Transfers Granted by Commission

CONSENT was granted by the FCC last week to the Williamson Broadcasting Corp., licensee of WBTH Williamson, W. Va., for voluntary transfer of control from George W. Taylor, William P. Booker and William B. Hogg to Lewis C. Tierney and his wife, Helen S. Tierney, through transfer of 144 shares common stock (100% of issued and outstanding) for $26,000. Mr. Tierney has been in the coal business the last 11 years. Transferors no longer had necessary time to devote to station, application stated.

WSIX Nashville, Tenn., at the same time was granted consent for voluntary assignment of its license from WSIX Inc. to a partnership composed of same operators, Jack M. Draughon and Louis R. Draughon, doing business as WSIX Broadcasting station. No money was involved.

Powow on Coast

WEST COAST SOAP Co., Oakland, Cal. (Pow-ow cleanser), utilizing the full seven-station NBC-Pacific Coast chain, on Aug. 5 started sponsorship for 52 weeks of weekly half-hour dramatic series *Opportunity Theatre*, Saturday, 11-11:30 a.m. (PWT). List includes KPO KGW KFI KMJ KFSD KOMO KQW. Agency is Brisacher, Van Norden & Staff, San Francisco.

FISHING AND POSTWAR discussions were mixed by this trio, attending the semi-annual meeting July 20-23 of the North Central Broadcasting System at the Chase Hotel, Leech Lake, Walker, Minn. Displaying fruits of their "day's work" are (l to r): Carl Haverlin, Mutual station relations director; John W. Boler, president of North Central; Ade Hulte, Mutual western sales manager. Attending the conference also were: Mr. and Mrs. John Cooley, Bill Baker, KLPM; M. J. Reichert, KGCU; Bert Wick, KDLR; Lloyd Amoo, KSJB; Tony Fahy, Harvey Jewett, KABR; Manny Marget, KVOX; Harry Linder, KWLM; E. S. Mittendorf, WLOL; Max White, KWNO; Ed Hayek, Warner Tidemann, KATE; Ken Gordon, KDTH; Morgan Sexton, KROS; Earl Peak, KFJB; Mr. and Mrs. Ed Breen and daughter, Dianne, KVFD; Mr. and Mrs. Dietrich Dirks, KTRI; Walter Huss, WJMS; Donn Clayton, Edith Iverson, B. Harland Ohde, North Central; Paul Reed, General Electric Co., Minneapolis; E. L. Robinson, Howard Perdieu, General Electric Co., Schenectady.

Elaborate Television Relay System Sought in Petitions by GE and IBM

JOINT APPLICATIONS for special authority to construct a series of Class 2 experimental ultra-high frequency radio relay units between Washington and New York, New York and Schenectady, and Schenectady and other points West with a view toward providing facilities for post war network television, including color, and other rapidly expanding business services, were filed with the FCC last week by International Business Machines Corp., New York, and General Electric Corp., Schenectady, N. Y. Similar request was filed with the Commission in June by AT&T [BROADCASTING, June 26].

Multiple Service

Six bands of frequencies, each 60 mc in width, are requested in the 1,900,000 kc to 2,300,000 kc range. According to the IBM application, the system would be able to accommodate up to three television width channels "each of which will not only carry the full picture detail of the present standards of the art but which also will be technically constructed to provide for carrying color television which may be developed in the future. Therefore, each of these portions of the relay system can accommodate band widths up to 20 mc."

GE stated that the system in addition to being able to carry simultaneously two television transmissions in each direction also would be able to carry several facsimile circuits, several FM program circuits and up to 60 business machine circuits.

Both companies would collaborate on the project, the IBM petition seeking three transmitters for Washington and six for New York. GE requests six for the area of New Scotland, N. Y., and two for Schenectady. With initial research to be conducted on the New York-Schenectady link, the GE commercial television station WRGB is expected to figure in the experimentation.

Series of individual relay unis, each about 30 miles apart, will be used between the major terminal stations, it was stated.

Applications for IBM were filed by J. G. Phillips, secretary-treasurer, with accompanying letter by Walter S. Lemmon, general manager of the radiotype division. GE applications were signed by W. R. G. Baker, vice-president.

Koster Manages WAAB

H. WILLIAM KOSTER, a radio veteran of 11 years, last week was appointed manager of W A A B Worcester by Linus Travers, executive vice-president of the Yankee Network. A native New Yorker, Mr. Koster joined WPRO Providence in 1933 as head of the accounting department and subsequently worked in announcing, production, office management and programming. In April 1944 he became production manager of KWK St. Louis, which post he left for the WAAB assignment.

AAAA Timebuyers Seek Rate Details

Would Have Cards Show What Ads Are Unacceptable

RATE CARDS were the topic of discussion at a luncheon of the timebuyers committee of the American Assn. of Advertising Agencies and the NAB sales managers executive committee, held in New York last Thursday

Timebuyers group disclaimed any desire to prescribe rate charges or time classifications, but expressed a strong desire for detailed information on all rates and a detailed calculation of each rate, preferably on a standard basis for all stations. Timebuyers also asked that the card show the rate actually earned; that it include any special provisions for time of commericals or any deviations from the NAB code time limitations; that talent charges for news programs be shown; that the card list types of advertising not acceptable to the station; that it also show the number of words permitted for live announcements and the number of seconds for transcribed announcements. They also asked that foreign language stations include on their rate cards the time and language of specific periods and programs.

Rate Card Study

Discussion ended with the suggestion that a study of rate cards be undertaken to see how closely the cards of the country's commercial stations agree at present and what changes should be made that will most effectively meet the desires of the timebuyers. Agency timebuyers attending the luncheon included Linnea Nelson, J. Walter Thompson Co., Helen Wilbur, Dougherty, Clifford & Shenfield, Carlos Franco, Young & Rubicam, Frank Kemp, Compton Adv., and Robert Jackson, assistant secretary, AAAA.

Sales managers executive committee in the morning reviewed the plans for their part of the NAB War Conference. Committee members in attendance included Dietrich Dirks, KTRI Sioux City, Ia., chairman; Sam H. Bennett, KMBC Kansas City; Arthur Hull Hayes, WABC New York; Walter Johnson, WTIC Hartford; James V. McConnell, NBC, New York; John M. Outler Jr., WSB Atlanta; John E. Surrick, WFIL Philadelphia; Lewis Avery, NAB, committee secretary.

Continental Places

CONTINENTAL Baking Co., New York, is the first advertiser to sign for participations in *Cook 'n Corn*, starring Phil Cook, to be broadcast Monday through Saturday, 8:15 to 8:30 a.m. on WABC New York starting Aug. 14. Continental will sponsor participations on the Tuesday, Thursday and Saturday program for Wonder Bread. Ted Bates Inc., New York handles the account.

Read and judge for yourself!

"Our client will not expand his campaign this fall. But in spite of this *we were able to get an OK for WWVA.*

"We will want something for September and you might take it up with the station because *their judgment is pretty sound.* Let us know what they can offer."

So wrote an advertising agency to John Blair & Co., our national representatives. The italics are ours.

50,000 WATTS

WWVA

WHEELING, W. VA.

50,000 WATTS

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

BASIC BLUE

Allocation Conference Opens Friday

Two-Day Session Called By Dept. of State To Draw 500

POSTWAR spectrum allocation—knottiest of the technical problems confronting all radio services—will get its first formal airing this week at the general conference called by the Dept. of State to consider frequency allocation proposals already drawn, along with other preparations for the expected postwar world telecommunications conferences. The session, probably to draw an attendance of over 500 communications executives, engineers and observers, is called for Aug. 11-12, at 10 a.m., at the Interdepartment Auditorium, Washington [BROADCASTING, July 24].

Of greatest interest to broadcasters will be allocation problems dealing with new high frequency services, such as FM and television. Main point of consideration will be the report of the Interdepartment Radio Advisory Committee, made up of radio representatives of Governmental agencies. This and other reports will be used as a basis of discussion between Government and industry, and it was emphasized that no definite conclusions had been reached.

Sessions Open to All

In addition to preparations for an anticipated world telecommunications conference, the preliminary meeting also will consider proposals for the Inter-American Radio Conference tentatively scheduled to be held at Rio de Janeiro early next year. The State Dept., under whose auspices the sessions will be held, has invited the entire roster of the Radio Technical Planning Board and its committees to attend. The invitation however, also is extended to executives or observers in radio, whether or not on RTPB committees. Formal invitations are not necessary, it was stated.

The conference will be opened by Francis Colt DeWolf, chief of the State Department's Telecommunications Division. Dr. J. H. Dellinger, chief of the Radio Division, Bureau of Standards, and chairman of the State Department's technical subcommittee in charge of the conference, will preside. Plans have been directed by Adolf A. Berle Jr., Assistant Secretary of State in charge of communications, Mr. DeWolf, and Harvey B. Otterman, assistant chief of the Telecommunications Division.

It is expected that the international conferences on communications, notably with regard to radio, will be held within six months or a year, while others will come immediately following the war. The Department has circulated documents about which the Aug. 11-12 meetings will principally revolve, including the IRAC report, a proposed complete revision of the Madrid Conference in 1932, and a revision of the International General Radio Regulations adopted in Cairo in 1938. These documents are "restricted" and are not available for publication at this time.

Greatest interest centers around the IRAC proposals, still in the restricted category. The purpose of the IRAC plan, it is generally known, was to devise high frequency allocations which would provide for new developments which have been created by military requirements, covering radio, radar and other electronic innovations. Throughout the preliminary conversations it has been emphasized that aviation needs should be given primary consideration, along with other safety of life services. Anticipated world-wide development of air transportation is expected to entail allocation of considerably increased space for aviation below 200 megacycles.

Considerable interest has been manifested in the spectrum positions to be occupied by FM and television, with both services seeking the lower portion of the ultra-high frequency band. While preponderant Government opinion appeared to be for moving television into the higher bands, where there would be greater room for development, certain industry groups contend this would retard introduction of the visual art.

FM broadcasters likewise are seeking more space in the lower portion of the band. Certain technical committees already have recommended reduction in the FM channel width from 200 to 100 kc in order to provide a greater number of channels. The domestic allocations will be decided by the FCC, taking into account the recommendations of RTPB and the results of the preparatory deliberations.

At the State Dept. it was said that the documents to be considered at this week's sessions do not have the full approval of all United States Government agencies concerned, but represent an effort toward the clarification of thinking within the Government. It is the hope of the Department, it was said, that not only these proposals, but proposals submitted by members of the industry and by the United States Government agencies may be submitted, looking toward "the most complete collaboration between Government and industry and toward the international conferences which are visualized."

Following the initial conference, about a half-dozen subcommittees will be named to take up specialized study of the major subjects of preparation for the world conferences. A Government official will be named as temporary chairman of each committee.

Siling Leaves FCC to Take RCA Post; Willoughby Heads Broadcast Division

RESIGNATION OF Philip F. Siling as assistant chief engineer of the FCC in charge of broadcasting to become engineer in charge of the RCA Frequency Bureau, was announced last Friday by the FCC. Simultaneously, the Commission announced the appointment of John A Willoughby, assistant chief, broadcast division, as acting chief, succeeding Mr. Siling.

Mr. Siling

Mr. Willoughby, a veteran in FCC service, has been with the Commission since its formation in 1934. Prior to that, he was with the Federal Radio Commission.

A graduate of Clements College in South Carolina, Mr. Willoughby did radio engineering work with the Army Air Corps in 1922-24, and was with the Naval Research Lab. from 1924 until 1927. He was with the Mantle Lamp Co. from 1928 until 1930, when he joined the Radio Commission as an engineer. He is 51 and was born in Florence, S. C.

The Commission, in announcing the changes, expressed its appreciation of Mr. Siling's services during the last nine years and stated that his "loyalty, hard work, efficiency and ability to get things done" would be "sorely missed".

Mr. Siling already has relinquished his broadcast functions but his formal resignation is not expected to take effect until later this monh. He succeeds Dr. C. B. Jolliffe, former FCC chief engineer, as head of the RCA Frequency Bureau. Dr. Jolliffe will devote full time to his duties as chief engineer of the RCA Victor Division in Camden, relinquishing the Frequency Bureau post which he has held since he left the FCC in 1935.

Mr. Siling was chief of the International Division of the FCC prior to his appointment as acting assistant chief engineer last February. At that time he succeeded George P. Adair, who was elevated to chief engineer. The appointment was for the war's duration, since Lt. Comdr. Gerald C. Gross of the Navy is on leave as assistant chief engineer in charge of broadcasting.

Mr. Siling, 47, was with I & T from 1929 to 1933 in various engineering and executive capacities. He was assistant deputy administrator with the International Recovery Administration, 1933-1935. In 1935 he joined the FCC as telephone engineer and in 1937 was made assistant chief of the International Division, becoming its chief in 1941.

Honest Promotion For Video Urged

Television Seminar Addressed By Franco and Winner

THE NECESSITY for honest, sincere and informative advertising and publicity about television if the public is to be firmly and permanently sold on this new medium of entertainment and education was stressed by both Carlos Franco, manager of the station relations department of Young & Rubicam, and Lewis Winner, editor of *Communications*, in their talks before last week's television seminar of the Radio Executives Club of New York.

Decrying current published statements which imply "a proximity of television, an availability and a quality of service which are a long, long way from reality," Mr. Franco urged complete candor from the very start as the best service to the long range interests of the whole industry. "That would at least be novel; it would be pleasant; it would pretty certainly base the effort of the industry on a sound business principle," he said.

Public Demands Best

To create a reasonable, popular desire for television, the industry must assure the public, Mr. Franco continued, that it can attain and maintain fine picture quality and that in addition to this continuity of picture excellence there will be a variety of editorial pattern that will make television more desirable than other attractions. When sets are available for demonstration, the television stations must do their part to make the real picture-product on the demonstration screen so wonderful that purchase is almost irresistable."

Stressing the scientific complexity of television as compared with sound broadcasting, Mr. Winner said that the early days of radio, when the newspapers published diagrams enabling anyone handy with tools to build his own receiver and so helped to create an audience for programs, will not be duplicated in television unless receivers can be simplified far below their present complexity. Radio service men will need extensive training to enable them to keep television sets in operation, he said, adding that the dealers and their salesmen and even to some degree, the purchasers of video receivers will have to be educated in the elements of television electronics. This is necessary, he explained, because the eye is a more sensitive organ than the ear and a small fraction of the distortion in sound that is accepted without complaint from a cheap radio receiver would be intolerable in a television picture.

SERIES of weekly five-minute video programs based on surveys conducted by the Gallup Poll and *Fortune* magazine will be produced by the Television Workshop on WABD, the DuMont station in New York, starting in September.

Thanks

Radio Stations of America . . . for lending us your listeners!

Yes, War-time Washington is crowded to capacity with folks from every city and state. They are here, many of them with their families, helping to hasten the day of victory. Their radio listening has been catered to by many fine stations of America.

NOW . . . they are listening to WINX. It's the kind of "hometown station" they like. It breathes the air of individuality . . . of originality . . . with its Symphony Hours, its Music Hall, its emphasis on NEWS, MUSIC and SPORTS.

When this great struggle is over--and the normal way of life returns--many of these listeners will return home. We hope that during this interim we can contribute to their listening pleasure.

On WINX *they will hear many familiar names such as* . . . SUPERSUDS . . . GRUEN . . . LIFEBUOY . . . VENIDA . . . KELLOGG . . . STANBACK . . . TABASCO SAUCE . . . SATURDAY EVENING POST . . . TRUE STORY . . . CLICQUOT . . . WRIGLEY . . . *and many others.*

WINX

Washington 1, D. C.

National Representative: FORJOE & CO. • *New York* • *Philadelphia* • *Chicago*

156 Million Gross Reported By RCA

Net After Taxes Is Less Than 4½ Million, Drop of 8%

CONSOLIDATED income statement for RCA and its subsidiaries for the first six months of 1944, issued last week by Lt. Gen. J. G. Harbord, board chairman, shows a total gross income of $156,166,006, a 10.8% increase over the gross of $141,001,366 for the same period of 1943.

RCA net, after provision for taxes and charges, was $4,440,214, a decrease of 9.7% from the net of $4,918,794 for the first half of 1943. After payment of preferred dividends, earnings applicable to common stock were 20.6 cents per share, compared with 23.9 cents in the like period last year.

Second quarter figures, also shown in the statement, show gross income of $77,357,198, up 4.9% from the gross of $73,717,401 for the three months ending June 30 in 1943. Net for the quarter was $2,038,980, a 2.2% decrease in comparison with the net of $2,323,883 for the April-June period of 1943. Earnings applicable to common stock were 9 cents this year, as compared with 11 cents last year.

Both CBS, Blue Carry 'Blondie' for Colgate

STARTING Aug. 13, Colgate-Palmolive-Peet Co., Jersey City, will have the *Blondie* Super Suds program on both Blue and CBS. Blue program is due to be dropped in mid-October, when the 13-week contract expires, and CBS starts the show next week. Two different episodes will be presented weekly on the networks. Broadcast is now heard Fridays, 7-7:30 p. m. on the Blue and will be heard Sundays, 8-8:30 p. m. on CBS.

The Blue series started July 21, after Camel cigarettes (R. J. Reynolds Tobacco Co.) dropped the program [BROADCASTING, July 17]. *Blondie*, which will use the same cast on both networks, is produced By Don Bernard, with scripts by Johnny Greene. William Esty & Co., New York, is agency handling the account. Spot was formerly held by the Goodyear Tire & Rubber Co., Akron, for *Star and the Story*.

Decca Net Up

DECCA RECORDS Inc., New York, has reported a consolidated unaudited net profit of $504,620 for the six months ending June 30 after provision of $613,141 for taxes. This is equal to $1.30 per share and compares with net profit of $428,348, equal to $1.10 per share, for the corresponding period of 1943.

On Telecine

BASED on fairy tales, series of 30-minute television shows titled *Tele-Tales*, on Telecine film, will be produced by Patrick Michael Cunnings Television Productions, Hollywood, starting Aug. 11. Forty subjects will comprise the series, with Marcia Drake assigned producer.

Treasury WFD Information Service Headed by Molohon

New Unit to Aid Stations, Networks, Agencies In War Bond Programming and Planning

INFORMATION Service of the Treasury War Finance Division, designed to offer all-around assistance to broadcasters and one of the new projects to be formed in conjunction with the policy expansion program of Thomas H. Lane, WFD director of radio press and advertising, has been placed under the supervision of Barney Molohon, former commercial broadcaster, it was announced last week by Robert J. Smith, chief of the WFD radio section.

Mr. Molohon, who joined Treasury just before the Fifth Loan, was formerly chief of the radio unit of the War Food Administration. He also set up and directed the radio and motion picture unit for the Office of Defense Health & Welfare Services and organized the radio unit for the Army Quartermaster Corps. Before going to Washington he had spent eight years in commercial radio in the East, as New York manager for Viking Radio Corp., and on the West Coast, where he handled radio publicity, wrote the transcribed series *Reporter of Odd Facts* and such other features as *The Plainsman*, *Spotlight on Sports*, *Rackets Expose*.

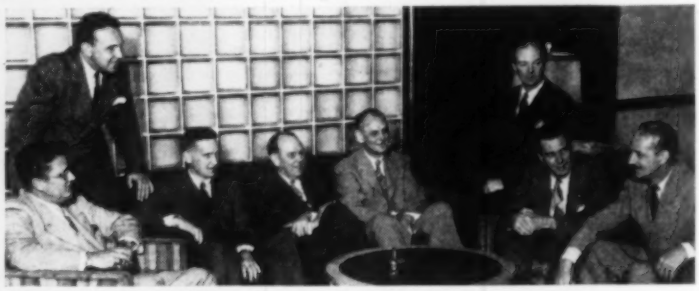
T/Sgt. Norman H. Agathon, on loan from Lt. Gen. Ben S. Lear, Commanding General, Army Ground Forces, will assist Mr. Molohon as chief of a radio news bureau for the unit which will cooperate with OWI in the same manner as all other WFD projects. Before entering the service Sgt. Agathon was with the Washington Bureau of Trans-Radio Press and had experience prior to that with INS and AP.

Shirley Burke, who before joining Treasury had worked under William S. Rainey, former NBC production chief, has been appointed to head the New York office of the Information Service, with headquarters at 509 Madison Ave. War Finance also plans to appoint a practical broadcaster to head station relations.

"Our object", Mr. Molohon said, "is to put real sales tools in the hands of broadcasters who are just as interested as we are in selling War Bonds. War Finance, through this unit, places its nationwide and key-positioned facilities at the disposal of the industry, in an overall information and service capacity."

Functions of the unit are to: (1) initiate and develop publicity and promotion, particularly upon request; (2) obtain answers to all questions relating to Government agencies, etc., especially where they tie in with Bonds; (3) arrange for speakers such as war veterans from all branches of the service, civic figures and famous personalities, in addition to setting appearances for such (example cited was case of a local hero just returned from overseas—WFD would be able to arrange for an exclusive War Bond interview on the hometown station should it be desired); (4) assist writers, producers and directors by supplying any exclusive or special data or suggestions; (5) offer other support of any nature as requested by individual stations, networks, agencies or advertisers in planning War Bond activities and promotion.

The unit also is preparing a breakdown of various types of programs—news, drama, comedy, music, farm service, religious, variety, women's features, sports and others—in order to channel services for these groups in addition to suggestive material to be prepared by Treasury. Informal advisory committee for each group is being named.



SIGNING SATURDAY SHOW warranted a luncheon get-together of agency and net executives at Chicago's Merchants & Manufacturers Club, when Jaques Mfg. Co., Chicago, makers of KC Baking Powder, contracted sponsorship of the new Saturday morning variety show *KC Jamboree* on NBC. Left to right: Jack W. Shaw, account executive, Leo Burnett Co., agency handling show; John McCormick, NBC account executive; Willard Jaques, vice-president, Jaques Mfg. Co.; P. C. McCluer, sales manager, NBC central division; J. L. Trojan, general sales manager, Jaques; Jules Herbuveaux, program manager, NBC central division; Frederic B. Slayton, advertising manager, Jaques; F. W. Ferrin, vice-president, Leo Burnett. Program, started Aug. 5, features Curley Bradley.

CBS Gross First Half Is 42 Million

Net Earnings of 2¼ Million Are 4% Above 1943 Figure

CBS and its subsidiaries showed a gross income of $42,627,666 for the first half of 1944, up 20.8% from the gross of $35,288,315 for the comparable period of 1943, according to a consolidated income statement issued last week by Frank K. White, vice-president and treasurer.

Operations Costs Up

Increases in discounts, operating expenses and tax provisions, however, give the network a net income for the 26-week period of $2,295,865, only 4.1% above the net of $2,204,499 for the same period of last year. Earnings for the first half of 1944 equal $1.34 per share, compared to earnings of $1.28 per share for the first half of 1943.

Statement was issued following a CBS board meeting at which the directors declared a cash dividend of 40 cents a share, payable Sept. 1 to stockholders of record Aug. 18.

WAIR, KASA ASK SHIFT OF CONTROL

APPLICATION was filed with the FCC last week for assignment of license of KASA Elk City, Okla., from E. M. Woody, sole owner, to the Southwest Broadcasting Co., a new company, for $11,250. Mr. Woody, who also is engaged in local business, no longer is able to devote necessary time to the station according to the application, and his son, who has been wounded in service in the South Pacific, will be unable to assume part of the responsibilities.

A quarter interest in Southwest Broadcasting is held by Lonnie J. Preston, president and director, who formerly was manager of KGKL San Angelo, Tex., assistant manager of KABC San Antonio, commercial manager of KPLT Paris, Tex., and now is representative of KGNC Amarillo, Tex. Hoyt Houck, vice-president and director, holds 50% interest. Walter G. Russell is secretary and director and holds remaining interest.

Voluntary assignment of license of WAIR Winston-Salem, N. C. was requested last week from C. G. Hill, George D. Walker and his wife, Susan H. Walker, to Mr. Hill and Mr. Walker doing business as WAIR Broadcasting Co. Mrs. Walker transfers her one-third interest to her husband as a gift. No money was involved.

WHYN Buys Mt. Tom

MOUNT TOM, historic Connecticut Valley landmark, 1200 feet above sea level, has been bought by the Hampden-Hampshire Corp., operators of WHYN Holyoke, Mass., for future development of FM and television, it was announced last week. WHYN acquired what was described as a choice location for radio from the Holyoke Street Railway Co., which sold about half of the 577 acres, formerly owned by the Mt. Tom Railroad Co.

WRVA MAKES THE RADIO PICTURE IN RICHMOND SO DIFFERENT!

1st PLACE IN RICHMOND and LUX RADIO THEATRE on WRVA is 17% *above* the national average Hooperating*

2nd PLACE IN RICHMOND and DR. CHRISTIAN on WRVA is 92.6% *above* the national average Hooperating*

Hooperatings are swell! We are glad that the radio industry has such a splendid service. Advertisers are glad, too, that WRVA *changes* the radio picture in Richmond because WRVA improves the Hooperating* (Hooper Survey, October 1943 - - February 1944). WRVA is "Virginia's Premier Radio Station", serving the Old Dominion from Richmond.

WRVA

Richmond and Norfolk, Va.
Represented by Raymer

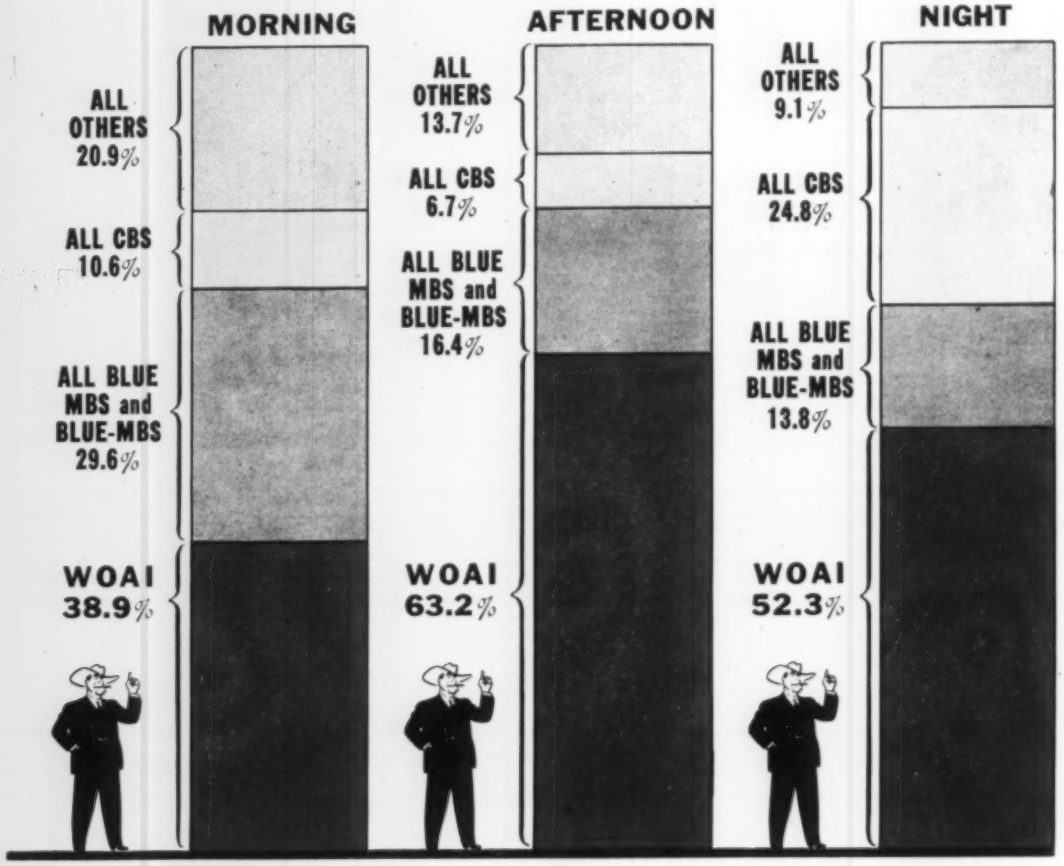
CBS

50,000 WATTS

Night and Day

Dominant
IN SAN ANTONIO

WOAI's commanding position in the San Antonio market is shown on the chart below. Percentages are from the C. E. Hooper survey - Spring, 1944.



For WOAI's dominance of the urban field (nine cities in the station's primary area) be sure to see next week's issue of Broadcasting. This second chart adds to the picture of why WOAI sells more merchandise to more people in Central and South Texas than any other station - at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

WOAI
San Antonio
Represented Nationally by
EDWARD PETRY & COMPANY

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Dreier Predicts

AT THE SAME time that the German radio was broadcasting news of the frustrated attempt on Adolf Hitler's life, the NBC mail room was sending out "NBC News Features", containing a prediction by Alex Dreier, NBC Chicago commentator, that "the assassination of Hitler before the end of 1944 is envisioned". Dreier, frequently asked for his quota of "commentators' predictions", recently rang the bell with his guess that Russia would rent air bases to the Allies for shuttle-bombing operations against German objectives.

NBC Coast News Office Expands for Pacific War

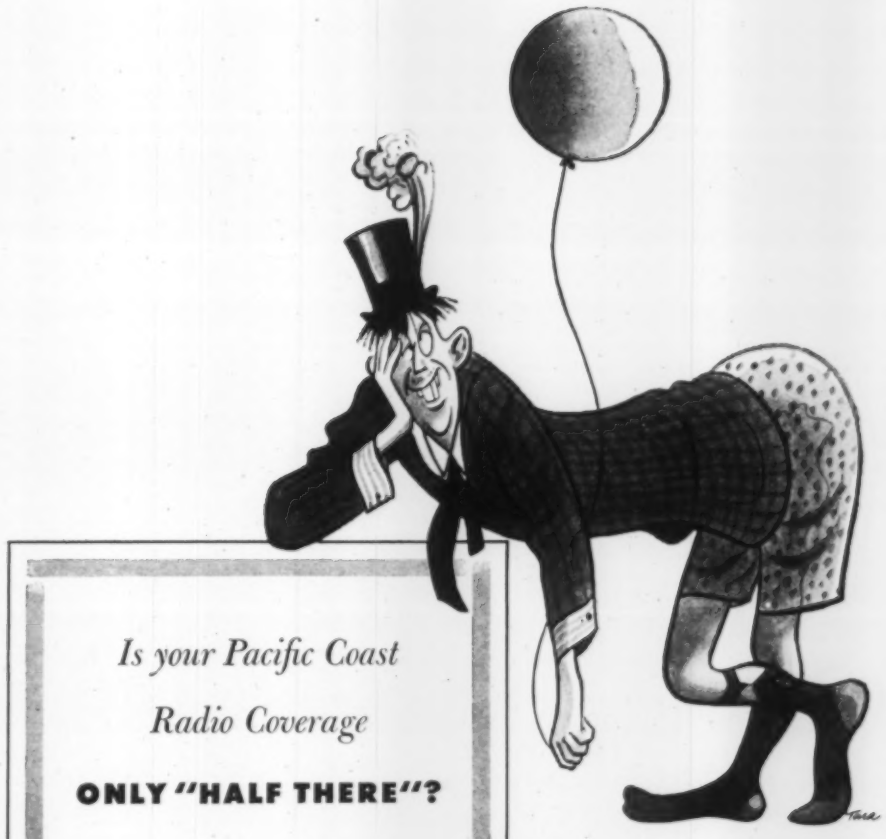
ANTICIPATING increased activity in the Pacific war theatre, NBC completed plans to augment its Pacific Coast facilities and personnel as news headquarters for this area, according to William F. Brooks, network manager of news and special events. Currently on the West Coast to outline schedule for a 24-hour-a-day coverage of the Pacific war, he conferred with Sidney N. Strotz, western division vice-president; Joseph A. Alvin, news and special events director, in Hollywood. Similar sessions were held with John Elwood, manager of KPO San Francisco, and Wally Roe of RCA Communications in early August.

Mr. Brooks revealed that Francis McCall, New York operations manager of news department, now in London where he handled D-Day operations for NBC, probably will come west in the near future to get the new plan underway. "We have increased our Honolulu staff," Mr. Brooks stated, "sending John Cooper from our international division in New York, and Robert McCormick from Washington, to augment the staff of KGU newsmen already covering the war from that base." He further pointed out that NBC planned to improve war coverage by tape and wire recorders in Pacific advance bases where there is no point-to-point transmission.

Fibber McGee Renews

UPON SIGNING of a new radio contract that might carry over into television, Jim Jordan, the Fibber of NBC's *Fibber McGee & Molly*, stated last week in Chicago that he and his wife were actively interested and were making plans to train themselves for television. They are interested, Jordan mentioned in further motion picture work as a good preparatory school for the problems of television. New contract, placed by Needham, Lewis & Brorby, Chicago, is for four years and was signed a full year in advance of the termination date listed on the old contract.

AL TURNER, freelance publicity agent and for six years editor of *Nite Life*, Chicago, has been appointed director of publicity and advertising of the Stevens Hotel, Chicago, replacing Fred Joyce, now with 20th Century-Fox Film Corp., as Chicago field representative.



Is your Pacific Coast

Radio Coverage

ONLY "HALF THERE"?

IF THE NETWORK you're using on the Pacific Coast isn't Don Lee, your coverage—like poor Philbert—is only "half there." For half of the retail sales on the Pacific Coast are made *outside* the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this "outside" half.

How so? Markets in the "outside" area are surrounded by mountains, and long range broadcasting doesn't work. But *local broadcasting* does. And that's where Don Lee comes in...with 36 local stations within these mountain-blockaded markets. Largest coincidental survey made on the Pacific Coast (C. E. Hooper—276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these "outside" markets.

Here are examples of Don Lee's superior coverage of the *inside* half: The April Hooper rating for Jack Benny was higher on Don Lee than on Network A—and since changing to Don Lee from Network B, Point Sublime has a much higher Hooper rating.

When you buy network radio on the Pacific Coast, be sure your coverage is "all there." Buy Don Lee!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Fulltime Paid Head of CBC Is Urged

Law Revision Included In Commons Group Recommendations

By JAMES MONTAGNES

RECOMMENDATION for a fulltime paid chairman of the Canadian Broadcasting Corp., the wide range of CBC operations and the advisability of investigating the affairs of private stations were highlighted in the report of the House of Commons Committee on Radio Broadcasting, which was tabled in Parliament at Ottawa on July 27.

Commenting on the presentation made before the Committee by the Canadian Assn. of Broadcasters [BROADCASTING, May 1], in which the CAB asked for a privately-owned net and judiciary board, the report stated that the CAB "have evidently forgotten that private broadcasting stations have no vested interest in the radio frequencies they are allowed to use. We believe that the regulations with reference to control over the privately-owned stations have been exercised with fairness, and we recommend a continuation of that policy.

Present System Approved

"The CAB appear to be fearful of the future and to wish to safeguard their position, and suggest the matter of supervision and regulation be committed to an impartial body." (The Government-owned CBC is the regulatory body.)

The Committee pointed out "that ever since 1928 every parliament, every political party, every parliamentary committee inquiring into the question has been in favour of a system similar to the one we now have. Your Committee are of the opinion that nothing would be gained for the public by having an overall controlling commission, although the Board of Governors (of the CBC) might be specially charged with the duty of making it clear to all concerned that they are prepared to encourage co-operation and concerted action in the national interest following formal hearings of private broadcasters.

"Your Committee discussed the advisability or necessity of broadening the terms of reference for future Committees on radio broadcasting so that the affairs of the private broadcasters might be investigated as well as those of the CBC," the statement continued.

As regards the CBC, the Committee recommended that the Canadian Broadcasting Act of 1936 be amended to allow for the establishment of a salaried chairman of the board of governors. In reaching this conclusion the Committee pointed out that there "has been a great expansion of the service of the CBC since its inception (in 1936). The activities of the chief executive of the CBC (currently acting General Manager Dr. Augustin Frigon) embrace two fields which are very wide apart. . . . One function calls for imagination, a broad culture, a comprehensive understanding of our national problems, and an enthusiastic faith in the future of our country. Whilst for the other, business experience, administrative ability, and a positive mind are required."

Frigon May Be Named

The salaried chairman of the board of governors would be in charge of policy, the general manager responsible for administration. "Each would have his own definite field of action and their respective functions should not involve any conflict. The authority of the chairman must be predominant," the report stated. The CBC board of governors was urged to submit a recommendation so that the position of general manager (unfilled since the resignation of Dr. S. J. Thompson last November) be filled as soon as possible.

While no names were recommended for a salaried chairman or general manager, the report emphasized the job done by Dr. A. Frigon in his capacity as acting general manager. Opinion in Canadian radio circles is that Dr. Frigon likely will be appointed general manager with Ernie Bushnell, chief program supervisor, as assistant.

B. K. Sandwell, recently appointed to the CBC board of governors, a former university professor and for the past decade editor of the influential weekly *Toronto Saturday Night*, has been mooted as the most likely choice of the Government for the post of fulltime chairman of the CBC Board. Recently appointed chairman, Howard B. Chase, Montreal, president of the Canadian Brotherhood

(*Continued on page 50*)

HOWARD B. CHASE, Montreal, chairman of the Board of Governors of the Canadian Broadcasting Corp., is president of the Canadian Brotherhood of Locomotive Engineers. He was first appointed to the CBS Board of Governors as a labor representative in March 1943, succeeding Rene Morin, Montreal, chairman since March 1940. Mr. Chase began railroading in North Dakota at the age of 18 with the Northern Pacific Railway, went to Canada in 1907 with the Canadian Northern Railway, and still holds seniority as an engineer with the Canadian National Railways. He was a government advisor to the international labor conference at Geneva in 1938, was a director-general of the Department of Munitions and Supply, Ottawa, from 1939 to September 1941, and for a year acted as government controller of National Steel Car Corp., Hamilton, Ont.

DOUGLAS SAUNDERS, former director of the J. Walter Thompson Co. London office and now liaison officer to the British Embassy in Washington, has been promoted to lieutenant colonel.

CWAB ADVANCE REGISTRATION

FOLLOWING is the advance registration for the Canadian Western Assn. of Broadcasters annual meeting at Banff, Alta., Monday and Tuesday (Aug. 7-8):

Miss D. Atkinson, CFRN Edmonton; Dave Atkinson, Northern Elec. Co., Montreal; W. Backhouse, CKY Winnipeg; Glenn Bannerman, Canadian Assn. of Broadcasters, Toronto; C. Berry, CFGP Grande Prairie; W. Botterill, CJOC Lethbridge; J. W. Browne, J. Browne Jr., CKOV Kelowna; Mr. and Mrs. C. Buchanan, CHAB Moose Jaw; Mr. and Mrs. B. Cairns, CFAC Calgary; H. Carson, All-Canada Radio Facilities, Calgary;

Mr. and Mrs. George Chandler, CJOR Vancouver; V. M. Chesnut, CJVI Victoria; K. G. Chisholm, RCA Victor Co., Toronto; B. A. Choppen, Canadian General Electric Co., Calgary; Ian Clark, CFJC Kamloops; W. Cranston, CKOC Hamilton; H. Crittenden, CKCK Regina; G. Cummings, CFGP Grande Prairie; Walter Dales, CJAT Trail; W. Dippie, Radio Representatives Ltd., Montreal;

M. J. Duggan, C. B. Edwards, Press News Ltd., Toronto; F. H. Elphicke, CKWX Vancouver; J. R. Finlay, CBC, Toronto; H. E. Foster, Harry E. Foster Agcy., Toronto; V. W. M. Fouracre, Northern Elec Co., Vancouver; R. W. Friedham, NBC Recording, New York;

Dr A. Frigon, CBC, Ottawa; G. Gaetz, CKRC Winnipeg; L. Garside, CJGX Yorkton; Capt. Paul Hammond, U. S. Army, Edmonton; L. Hawkins, Canadian Marconi Co., Vancouver; Gordon Henry, CJCA Edmonton; G. Herbert, All-Canada Radio Facilities Ltd., Toronto; Sgt. Hernan, U. S. Army, Edmonton;

C. Jennings, CBC, Toronto; C. Langlois, Lang-Worth Programs, New York; H. G. Love, CFCN Calgary; D. MacKay, CJCJ Calgary; K. MacKinnon, CBC, Montreal; F. Makepeace, CFRN Edmonton; J. McGillvra, J. H. McGillvra, New York; Mr. and Mrs. E. H. McGuire, CFCN Calgary; H. McMahon, CJCA Edmonton; L. Moffatt, CKBI Prince Albert; Chester Moffatt, Edmonton;

D. Moseley, British UP, Montreal; A. A. Murphy, CFQC Saskatoon; J. D. Peart, Northern Elec. Co., Winnipeg; Mr. and Mrs. J. Pilling, CHWK Chilliwack; G. B. Quinney, CFAR Flin Flon; J. Radford, CBC, Toronto; G. R. A. Rice, CFRN Edmonton; L. Rogers, British UP, Toronto; F. R. Shaw, CFAC Calgary; Mr. and Mrs. J. Slater, Radio Representatives Ltd., Toronto;

W. F. Souch, Canadian Marconi Co., Winnipeg; William Speers, CKRM Regina; H. N. Stovin, Stovin & Wright, Toronto; H. G. Walker, CBC, Winnipeg; W. Watson, CJOC Lethbridge; Mr. and Mrs. J. Weed, Weed & Co., New York; R. White, CFJC Kamloops; R. H. Wright, CFPA Port Alberni.

Western Canadians Talk Sales, Shows

Havana Treaty Also Subject Of 2-Day WAB Conference

SALES and program problems highlight the convention agenda of the Western Assn. of Broadcasters at Banff Monday and Tuesday this week (Aug. 7 and 8).

Following the report of President G. R. A. Rice, CFRN Edmonton, at the opening session on Monday morning, Keith MacKinnon, chief of Canadian Broadcasting Corp. transmission and development department, Montreal, was to deal with an analysis of the Havana Treaty as it affects Canadian stations. His talk was considered timely in view of the CBC's recent ruling that 34 Canadian stations can now go to 5 kw under Havana Treaty rulings.

Closed Meeting

A closed meeting for WAB members was scheduled for Monday afternoon, at which Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, Toronto, planned to review CAB activities since the CAB convention at Quebec in February. Guest speaker at the Monday evening annual WAB dinner was to be Capt. Paul Hammond, chief of Special Services, Northwest Command, U. S. Army.

Opening session on Tuesday morning will be a discussion led by Les Garside, CJGX Yorkton, Sask., on the formation of a program and sales division of the WAB. A discussion led by Bert Cairns, CFAC Calgary, follows on the purchase of time by national advertisers through local reps at local rates. The afternoon sessions Tuesday will include reports from committees, election of officers and discussion of delayed broadcasts for western zone stations.

CKNW, Canadian Farm Outlet, on Air Sept. 1

SCHEDULED to begin fulltime operation on 1230 kc with 250 w on Sept. 1 CKNW New Westminster, B. C., will bring new service to more than 400,000 listeners in the Fraser Valley farm area, according to an announcement by William Rea Jr., owner and station manager and farm service specialist.

E. Ross McIntyre, formerly of CKWX Vancouver, has been named chief engineer. Commercial manager is David M. Armstrong, formerly of CKBI Prince Albert, Sask. Program director is Bill Fox, formerly of CKOV Kelowana, B. C.

All of the equipment for the station is Northern Electric. Transcription library service is World Broadcasting System and news service is special wire of British United Press. Transmitter site, while within the city limits of New Westminster, is located on an island at the mouth of the Fraser River. Antenna is 200 ft. and was constructed by Hamilton Bridge Co.

Right Combination

1. Ed Schaughency and Rainbow Jackson
2. Morning Musical Clock
3. 50,000-Watt KDKA

Complete informality translated into highly productive salesmanship!

Ed Schaughency, with his Man-Friday, "Rainbow" Jackson, are breakfast guests in most Pittsburgh and Tri-State homes every weekday.

From personal appearances over the years, in hundreds of towns, they are *personally* known in these same homes.

Proof of extreme popularity: 90% of the normal, 100,000 annual visitors to KDKA are women; housewives and homemakers (home purchasing-agents). Invariably their first question is: "Can we meet Ed Schaughency and 'Rainbow' Jackson?"

Quick point: This best-known Pittsburgh Radio Personality, conductor of the KDKA Musical Clock for more than 10 years, turns product-names into buy-words throughout the KDKA area. Been doing it for some advertisers, continuously, for eight years.

Put this KDKA-Schaughency-"Rainbow" combination of Power and Personality behind the promotion and sale of your product!

NBC has any further information you might require, all based on Schaughency's Success at Informal Salesmanship.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KYW • WBZ • WBZA • WOWO • WGL • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

Put your Confidence in WSIX-- *Nashville*

Here's a market that won't fold up when the war ends—for the simple reason that it is built on the diversified industry and agriculture of the Tennessee Valley.

When peace comes, these same plants will be found making the same essential products and these same farms growing the same hogs, corn and tobacco as now.

Let us give you the complete picture of this unusual market, covered by WSIX. Contact this station.

The Katz Agency, Inc., National Representative
Member Station, The Blue Network and
Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

NAB HONORED BY SIGNAL CORPS

Recordings of Award Presentation Available For Broadcast by Member Stations

NATIONAL Assn. of Broadcasters has prepared a recording of the presentation ceremony in which the Signal Corps, Army of the U. S., awarded a Certificate of Appreciation to the NAB on Aug. 7 in Washington. Brig. Gen. Jerry V. Matejka, chief of Personnel and Training Service, Office of the Chief Signal Officer, made the presentation, which was accepted by J. Harold Ryan, NAB president. Recordings will be sent to NAB member stations for broadcast.

When making the award, which consisted of a large, parchment-like scroll signed by Maj. Gen. H. C. Ingles, Chief Signal Officer, Gen. Matejka, who was Gen. Eisenhower's Chief Signal Officer in the African campaign, told how broadcast teams landed with the assault troops and were soon on the air in Casablanca and Algiers.

The Germans and Italians who surrendered in Tunis and Bizerte in May 1943, Gen. Matejka said, were whipped, physically and mentally, though their equipment was in prime condition. "Who can say," Gen. Matejka said, "how much the truth broadcast to our enemies in North Africa influenced them to surrender?"

Mr. Ryan thanked Gen. Matejka and outlined the efforts of radio stations to recruit and train personnel for the Signal Corps in the year preceding Pearl Harbor when broadcasts were used to obtain applicants for courses in radio instruction.

The Certificate of Appreciation will be hung in NAB headquarters in Washington, with copies sent to the NAB members whose efforts earned the award. Text of the Certificate follows:

The Chief Signal Officer, Army of the United States, extends his appreciation to the National Assn. of Broadcasters for loyal and patriotic services rendered the Signal Corps of the Army of the United States in the accomplishment of its vital mission during a period of national emergency.

This acknowledgement of your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps.

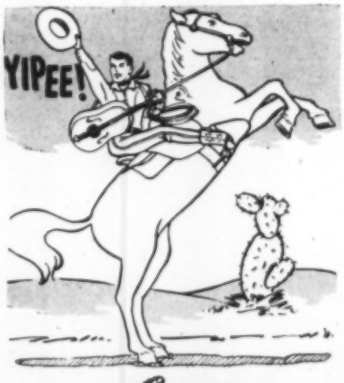
Servel Honored

SERVEL Inc., Evansville, Ind., has received the nutrition award by Dr. R. S. Goodhart, chief of Industrial Feeding Program division, Civilian Food Requirements Branch, War Food Administration, for its service in the "Nutrition in Industry" Government campaign, through the Servel program *Fashions in Rations* on WBBM Chicago. George S. Jones Jr., Servel vice-president in charge of sales, accepted the award.

WISH 'Breakfast Club' Promotion Wins Bond

WISH Indianapolis won the $500 War Bond given by the Blue Network *Breakfast Club* for excellence and initiative in promotion during the recent drive for charter members.

Chosen by a board of judges composed of representatives from Swift & Co., which sponsors the 8:30-8:45 a.m. (CWT) segment of the *Breakfast Club*, and J. Walter Thompson Co., agency, other awards were: second prize of $100 War Bond: WAGA Atlanta; $25 War Bonds to WCBS WOWO KSO WTCN WROK; $10 in War Stamps: WMPS WJTN KGO KTOK WJBO WCOS WKIP WREN KXOK KXEL; $5 in War Stamps: WFMJ KABC KFBK KTCK WMFJ WRRF WBTM WBCM WING WSUN KOME WGH WMFD WMOB KGFF WDSM WCHV WSGN KCMO KSCJ. More than 900,000 persons became charter members during the drive promoted by the Blue Network.



The Texas Rangers

Now Back Again On

WJDX

Jackson, Miss.

Selling Flour

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco

The Sky Riders

WGN's NEW QUIZ SHOW

Blazes across the horizon

The Sky Riders—a new WGN origination—is setting a fast pace in Chicago and throughout the country. Here is a program fundamental in its appeal, modern in its treatment, and fast in its routine.

Broadcast from Chicago's famous Servicemen's Center, over WGN and the Mutual Broadcasting System, this program attracts a tremendous crowd of servicemen and women to each performance and holds an equally high appeal for the radio audience.

The Sky Riders is an excellent example of WGN's program building ability and policy of bringing the best in all types of radio entertainment to Chicago and the Middle West.

A Clear Channel Station

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES

EASTERN SALES OFFICE:
220 East 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO.
Los Angeles 14, Calif.; San Francisco, Calif.

MUTUAL BROADCASTING SYSTEM

WAKR
Sells!
THAT'S WHY
LOCAL
FOOD CHAINS
SPEND OVER 90%
OF THEIR RADIO
ADVERTISING DOLLAR
ON WAKR
WAKR TOWERS
OVER AKRON

Basic Blue Network
5000 WATTS
DAY AND NIGHT
★
Weed & Co.
National Representatives

Tulsa Newspapers Applicants for FM

Three AM, One Video Sought; KOVO Requests Change

SIX new FM stations, three standard outlets and a commercial television station are requested in new applications filed with the FCC last week.

World Pub. Co. and the Tulsa Tribune Pub. Co., Tulsa, Okla., publishers of the Tulsa *World* and *Tribune*, are applicants for a new FM station to operate on 45,700 kc with coverage of 23,850 sq. mi. Estimated cost is $112,860, plus land and buildings.

Shelbyville Radio Inc., Shelbyville, Ind., requests a new FM station on 46,100 kc with 3,730 sq. mi. coverage. Cost estimated is $24,870. Owners of the new company are Emma S. DePrez, president and 37.5% owner; John C. DePrez, vice-president, 37.5%; Marion T. Ayers, secretary-treasurer, 25%. John DePrez also is director and 24% owner of the Democrat Pub. Co., publisher of the *Shelbyville Democrat*. Emma DePrez is secretary-treasurer and 56% owner of Democrat Pub. Co.

New Altoona AM Asked

WALA Mobile, Ala., seeks an FM outlet on 46,100 kc with coverage of 10,000 sq. mi. Estimated cost is $75,000 to $100,000. Frequency of 45,100 kc and coverage of 13,200 sq. mi. is requested by WIL St. Louis in its FM petition. Cost is $25,000 to $30,000. WGBI Scranton, Pa., is applicant for an FM station on 48,100 kc with 19,570 sq. mi. coverage and an estimated cost of $49,600. KGKL San Angelo, Tex., seeks FM facilities of 45,300 kc with coverage of 6,936 sq. mi.

Altoona Broadcasting Co., Altoona, Pa., filed for a new standard local station on 1240 kc with 250 w and unlimited hours of operation. Company is composed of H. T. Wolf, president and secretary, who holds 1,000 shares common (25%) and 100 shares preferred (33.3%) stock; J. S. Woods, vice-president, 12.5% common; T. C. Matthews, treasurer, 25% common and 33.3% preferred; T. W. Metzger, assistant secretary, 12.5% common; W. J. Woods, a director, 25% common and 33.3% preferred. Mr. Metzger is general manager of WMRF Lewistown, Pa., in which the Messrs. Woods and Matthews hold ownership interest. Mr. Wolf heads the Wolf Furniture Co. and is a director of the Penn-Alto Hotel, both of Altoona.

A new standard local station, with facilities of 1600 kc and 250 w unlimited time, is sought for Des Moines by Capital City Broadcasting Co. President of Capital City is George O'Dea, chairman of the board of Iowa State Bank and president of O'Dea Finance Co. and O'Dea Chevrolet Co., Des Moines. Sidney J. Pearlman, owner-operator of Pearltone Transcription Studios, Des Moines, is vice-president. Hugh Gallagher, secretary-treasury of O'Dea Finance and a vice-president of American Mutual Insurance Assn., is secretary-treasurer of the new company, in which each holds a third interest.

Ernest E. Forbes Jr., trading as Magic Carpet Broadcasting Co., Birmingham, Ala., requests a standard outlet on 1490 kc with 250 w, unlimited time. Application was incomplete.

New commercial television station is sought by Hearst Radio Inc., Baltimore, licensee of WBAL. Channel 6 is assignment asked.

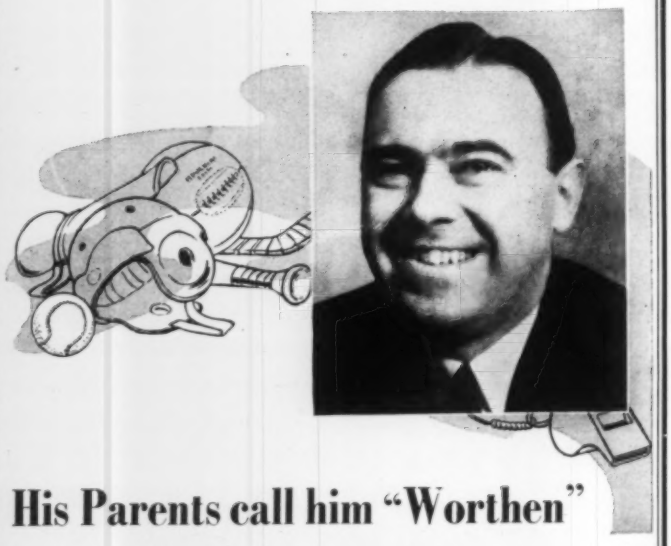
KOVO Provo, Utah, requests a construction permit to change frequency from 1240 kc to 960 kc and to increase power from 250 w to 1,000 w, using DA-N.

KHUB
Serves the
"Monterey Bay Area"
Salinas
Watsonville
Santa Cruz
Monterey
Gilroy
Hollister
Reach the
"Market Basket of the West"
with the
Blue
STATION
KHUB
Watsonville, Calif.
1340 KC • 250 Watts
W. S. Grant Co.—Rep.

WSLI
JACKSON
MISSISSIPPI
JACKSON BUSINESS UP
New Federal Reserve System figures reveal dept. store sales in Jackson increased 57% from 1940 to 1944. These figures provide an accurate index to business trends in Miss.' biggest, fastest growing market. WSLI offers effective coverage of this $130,000,000 "Double Return" market at less cost.
BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E



His Parents call him "Worthen" But he's "BUD" to SPORTS FANS in MAINE!

THE word "tradition" is not one to be used loosely in New England, *especially* in Maine, but that's what Worthen C. "BUD" Cornish has become in the twenty years he's been Sports Editor and Columnist of the *Portland Press Herald* and on the air over WGAN with his lively, informative, reliable sports broadcast, "Along the Maine Stem."

Every weekday from 6:05 to 6:15 p.m. State-of-Maine sports fans take time out to hear "Bud" Cornish give the latest local and national sports results, along with his own timely comments and reports of the behind-the-scene activities of his listeners' favorite sports.

If you want to make a home run in the Portland, Maine, market and that of 14 counties in Maine and one in New Hampshire, "Bud" Cornish is all set to go to bat for you. We suggest you get in touch with us or our national representative . . . immediately!

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

Price Urges Broadcasters Re-Survey Code in Handling Pacific Area News

IN HIS customary, six-month, re-survey of the voluntary censorship code, Byron Price, Director of Censorship, issued a special request July 31 to broadcasters and editors urging them to review every Code provision with their staffs. Pointing out that no changes are being made in the Code, Mr. Price drew attention to the necessity for special precautions in handling news of the Pacific-Asiatic area.

"The successes of the Allied Forces around the world," Mr. Price stated, "do not diminish the need for voluntary censorship. On the contrary, it is more important than ever before that the Codes be observed in spirit and in detail. Changing personnel in newsrooms places an increased responsibility on management to see that the vital requirements of security are not overlooked. Each . . . broadcaster is urgently requested once again to take affirmative and positive action to see that every Code provision is re-read and impressed upon every member of his staff."

Calling attention to the special request of Jan. 19 [BROADCASTING, Jan. 24], Mr. Price asked broadcasters to remember that the "need for all of the precautions mentioned continues unabated with respect to operations still to come in the European theatre". Having in mind a possible future invasion in the Pacific, Mr. Price pointed out that the enemy "knows it is our intention to liberate the Philippines and all the other territory now under Japanese occupation and to carry the attack to the mainland of Japan by land, sea and air. What we must protect at all hazards," he continued, "is information of the time, place and method of attack, the sequence of operations, the strength of the attacking forces, and their technical makeup and equipment."

The best test of whether material should be broadcast, said the Director of Censorship, should be: "Does the enemy know this?"

"Hard fighting lies ahead," he pointed out, "and only the thoughtless and irresponsible will take chances which might help the enemy to kill Americans."

IN ADDITION to his twice-weekly broadcasts on WOAI San Antonio, sponsored by Wildroot Hair Tonic, Col. Howard L. Landers, U. S. Army Ret., gives a weekly talk to 300 ambulatory patients at the San Antonio Aviation Cadet Center with a loud speaker hookup to 40 wards in the hospital.

Book on Radio Technique Written by Alice Keith

TECHNIQUE of radio writing and speaking is discussed in a new book by Alice Keith, director of the National Academy of Broadcasting, Washington, titled *How to Speak and Write for Radio* [Harper & Bros., New York, $3].

Making use of professional scripts that have been used on the air, Miss Keith shows every type of program and the most effective manner of presentation. The last chapter, devoted to "Putting the Message on the Air", deals with voice range, inflection, breathing and the various methods of effective delivery.

KDRO on MBS

KDRO Sedalia, Mo., operating on 250 w, 1490 kc, on Aug. 6 joined Mutual as a fulltime outlet. WENT Gloversville, N. Y., operating on 250 w, 1340 kc, now affiliated with CBS, became a dual affiliate when it joined Mutual on July 22.

YOU KEEP CUSTOMERS WHEN YOU KEEP SPOTS BEFORE THEIR EARS!

ask a John Blair man

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

BLAZING NEW SALES IN IDAHO

KSEI

POCATELLO · IDAHO

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

L. R. WILSON

MANAGER...NORTH PACIFIC SALES DISTRICT...G. E. LAMP DEPARTMENT

SAYS..."Naturally we are pleased that our candidate from this district, Marie Rogndahl, was nation-wide winner of the General Electric 'Hour of Charm'-'Undiscovered Voice of America' contest. Those people at KGW certainly have the 'know-how' when it comes to developing radio talent. Miss Rogndahl got her start at KGW and her 'discovery' was the logical development of a policy emphasizing interest, entertainment in public service programs produced by the station."

L. R. WILSON

Co-operated effectively with KGW in presenting Miss Marie Rogndahl as a candidate in the "Hour of Charm" contest. Now Marie will have her name in lights — presumably manufactured by the General Electric.

LEFT:

Marie Rogndahl, blonde beauty, whose thrilling soprano voice will now be heard each Sunday over NBC and KGW on the General Electric Co.'s "Hour of Charm".

RIGHT:

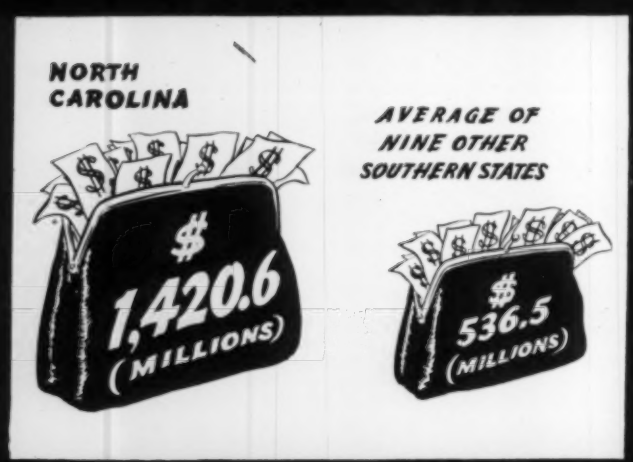
Geraldine Peterson, violinist and leader of her own all-girl orchestra on KGW won a contest conducted in 1940 by Leopold Stokowski and toured South America with his American Youth symphony orchestra. By making public service synonymous with showmanship, Station KGW consistently develops winners.

THE STATION WITH EAR APPEAL

KGW PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL STATE



WPTF
(CARRYING N. B. C. WITH 50,000 WATTS AT 680 K C)
IS NORTH CAROLINA'S No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Pat Williams Is Elected Vice-President of WING

J. P. (Pat) WILLIAMS was elected vice-president and general manager of WING Dayton at a meeting of the board of the Great Trails Broadcasting Co., station licensee, last week, succeeding Ronald B. Woodyard, whose resignation was accepted at the same time. Mr. Woodyard resigned to devote his time to other interests [BROADCASTING, July 17].

A native Cincinnatian, Mr. Williams for the last three years has been affiliated with WING and WIZE Springfield, both owned by Charles Sawyer, Cincinnati attorney and Democratic National Committeeman from Ohio. The new vice-president and general manager of Great Trails, who also will supervise WIZE, started his radio career as a salesman.

Owl on 16

OWL DRUG Co. has returned to the air to promote its 153 West Coast stores by placing a five-minute transcribed show *Sweet Leilani Time* on 16 stations: KMPC KFWB KNX KSFD KGB KQW KSFO KJBS KPO KGO KFRE KGDM KALE KFIO KOY KHJ. Agency is Ruthrauff & Ryan, San Francisco.

Keystone Adds Six

KEYSTONE Broadcasting System, New York, has added to its transcription network six stations, WHBU Anderson, Ind.; KXOX Sweetwater, Tex.; KTSW Emporia, Kan.; WELO Tupelo, Miss.; KGEK Sterling, Colo.; KGKB Tyler, Tex.

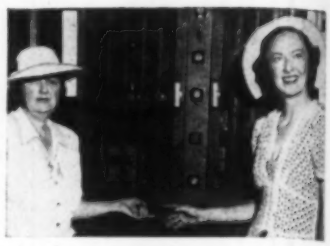
CHML Hamilton, Ont., has introduced singing station breaks.

Miss Ann Wright
J. Walter Thompson Co.
New York, N. Y.
Dear Ann:

They're the talk of the towns, these broadcasts by Howard L. Chernoff, the W. Va. Network's foreign war correspondent in the European Theater. You'll hear it in stores, on street corners, during family get - togethers —yes, it's on the lips of everyone within the W. Va. Network's coverage— this business of Howard Chernoff talking to service boys in England and Normandy. We've really hit the "jackpot" of public service in sending Chernoff overseas to bridge the gap of war and distance between West Virginians and their sons, sweethearts and relatives. We're mighty proud to let these people back home hear the voices of their loved ones, or to let them know they're well and happy.

Regards
Yours,
Algy

The W. Va. Network
WCHS Charleston WPAR Parkersburg
WSAZ Huntington WBLK Clarksburg



PULLING THE SWITCH to increase the power of KROY Sacramento, Cal. from 100 to 250 w is Mrs. Royal Miller (left) managing owner of the station. At the right is Evangeline Baker, KROY special events director. KROY operates unlimited time on 1240 kc.

Television Associates Organized in Chicago

NEWLY FORMED television company, Television Associates Inc., 190 North State Street, Chicago, obtained a certificate of incorporation from the Secretary of State's office in Springfield, Ill., last week. The company will have 22,000 shares of $5 par value stock.

Incorporators are: Ann Drobena, public relations head of WBKB Chicago; E. C. Upton, assistant secretary-treasurer of Balaban & Katz Corp., Chicago; C. V. Cook, clerk of Balaban & Katz. Organization will service everything from package-shows to equipment available to television stations. Company's law firm is Sonnenschein, Berkson, Lautman, Levinson & Morse, 77 West Washington St., Chicago.

Kesner to Clapp

ROBERT T. KESNER, assistant advertising manager of the Bird's Eye Division, General Foods, has been appointed director of advertising of Harold H. Clapp Inc., baby food manufacturers, H. E. Rodem, president of American Home Foods, announced. Mr. Kesner, who assumed his new duties Aug. 1, has charge of advertising for the Clapp company, G. Washington Coffee Refining Co., Morris Plains, N. J., and will supervise advertising of P. Duff & Sons, Pittsburgh, manufacturer of baking mixes.

PAUL H. RAYMER Co., Chicago, station representatives, as of Aug. 1, is representing WJJD Chicago.

SERVICE
on all recording problems
local, or national

Complete facilities for
- Spot Announcements
- Remote Pick-ups
- Full Air Check Service

U. S. Recording Co.
1121 Vermont Avenue Washington D. C.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

To keep the home fires burning, 150 tons of coal an hour are washed, sized and loaded at this coal mine—typical of many in the Inland Empire. They helped sky-rocket Spokane Bank Deposits to an all-time high on June 30, 1944—$221,723,620, a $15,843,044 increase over April 13. Just another reason why KHQ's *complete* coverage makes it an outstanding advertising value. (Photo Courtesy Bear Creek Mines.)

Purely PROGRAMS

AS A CIVIC enterprise, WIP Philadelphia now presents thrice-weekly program *Life Begins for Baby*, designed to give birth data from Philadelphia's leading hospitals. The quarter-hour program, which is in effect a "birth announcement column of the air," is at the disposal of the Council for Social Agencies, which use it to acquaint Philadelphia citizens with its desperate need for foster homes and homes available for babies' day care where parents must leave their children from morning to night.

* * *

Service Series

NEW SERIES of half-hour programs devoted to the men and women in uniform and the work they are doing was scheduled to begin on CBS today (Aug. 7). Series, titled *Service Time*, will be heard five times weekly for nine weeks, featuring a different branch of the service each day.

WBBM Sustainer

CONDENSED versions of the world's great novels, interspersed with dramatized episodes by a regular cast, make up the format of the WBBM Chicago quarter-hour sustainer, *Presenting Michael Scott*, Mondays through Fridays, beginning Aug. 7. Charles Dickens' *The Tale of Two Cities* is the first work scheduled on the program. Voice of Michael Scott, a fictitious name, was chosen from 15 applicants after a series of auditions by a jury of women and WBBM producers. Hunter Kahler, WBBM assistant conductor, will compose special background music for each show, and direct the ensemble. John Barnes, special assistant to program operations director Walter Preston, is writing the scripts.

WOW News Roundup

NEW mid-day roundup of news, livestock markets and weather reports titled *Four Bell News Roundup*, is heard daily, 12-12:30 p.m. over WOW Omaha. Livestock market news is given direct from the Exchange in South Omaha. Departmentalization of the news permits a multiple sponsor policy, giving each sponsor full "middle commercial" benefits.

* * *

WNEW Recruiting

WNEW New York titles its WAVE recruiting program *Blues in the Night*, presenting songs by a WAVE and a sailor on the weekly quarter-hour show.

NBC V-Discs

AS NAME bands, classical and semi-classical orchestras and vocalists perform on *For the Record*, weekly half-hour program which started on NBC July 31, the program will be recorded on "V-Discs" for distribution to overseas forces through the music section of the special services division of Army Service Forces. The NBC audience will in effect be "listening in" on the production of music records which the ASF is now shipping abroad at the rate of 250,000 discs monthly. Musical portions of the program will be based on requests from G.I.'s abroad. First program presented Benny Goodman's band and quartet, Perry Como, and Carmen Miranda, with Deems Taylor, commentator and composer, as m.c.

* * *

WMCA Music Feature

SERIES of three half-hour weekly programs titled *Musical Monologues* has been started by WMCA New York, in which Anne Seymour, radio actress, traces the development of types of music, with recorded illustrations. Scripts are written by Anne Liese Landau, former music advisor for the pre-Nazi Berlin State Radio.

* * *

WSPD Concert Hour

DESIGNED as a public service, WSPD Toledo is conducting a series of programs titled *The Concert Hour*, heard Saturdays 7-7:30 p.m. Light concert music from the WSPD recording library is featured. Highlight of the program is the presentation of a guest vocalist selected from the Toledo area.

* * *

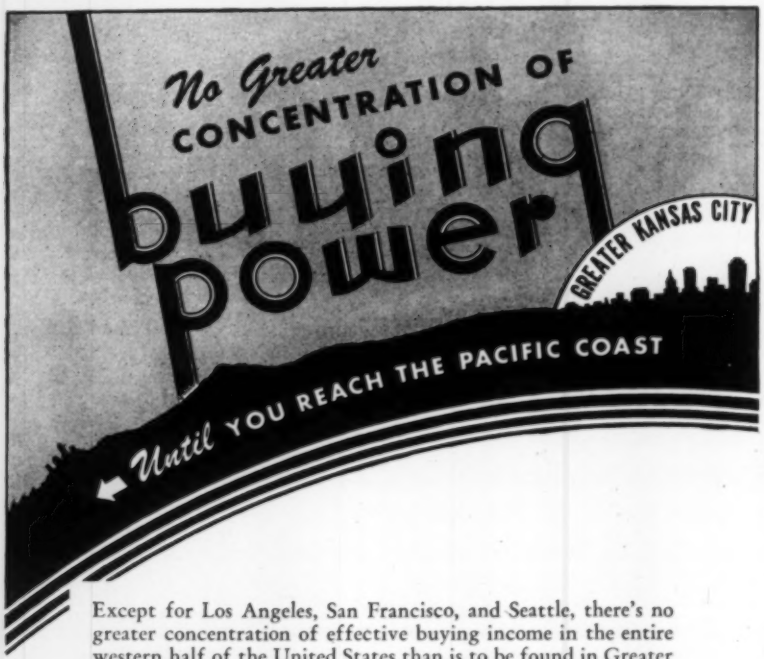
Answers Offered

LISTENERS to KTSM El Paso, Tex., now can have any question answered through the *We'll Find Out* program sponsored by the State National Bank. Program is in the form of a round-table forum with a panel of four persons participating to answer questions submitted.

* * *

Soil Show

WKY Oklahoma City now has a new Sunday afternoon half-hour program, *Save the Soil*, devoted to soil conservation. Although informative, emphasis is on entertainment, with a short dramatization showing need for correct soil care. Elmer Peterson, conservation expert, interviews farmers.



★ ★ ★ ★ ★ ★ ★ ★

DAY AND NIGHT

KCKN is the only Kansas City station operating on a 24-hour schedule—day and night, *all* night.

★

BASIC MUTUAL

At 6 P.M. KCKN becomes a BASIC station of the Mutual Network bringing Mutual's outstanding night-time shows to Greater Kansas City's in-the-money, eager-to-buy listeners.

★

Except for Los Angeles, San Francisco, and Seattle, there's no greater concentration of effective buying income in the entire western half of the United States than is to be found in Greater Kansas City.

And directly on this nine hundred million dollar market KCKN concentrates ALL of its effort—no attempt whatever being made to interest the thinly spread farm and small town audience surrounding Greater Kansas City. KCKN is strictly a metropolitan station for metropolitan listeners.

KCKN offers you the all-important MASS-MARKET BUYING POWER of Greater Kansas City *without* the rate penalty of out-state coverage.

Wire or phone your nearest Capper office TODAY for availabilities.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

AP

KFNF, Shenandoah, Iowa

. . . there is so much new material on the AP wire we are now able to give our listeners real news-on-the-hour service.

Frank Stubbs
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York N. Y.

It takes a steady, knowing hand to plow a straight furrow. And a good plowman is never satisfied with anything short of perfection. It takes men of experience and judgment—men imbued with quality ideals—to build quality products. The skilled direction the NEW DETROLA management now applies to the manufacture of precision war equipment will one day guide the making of fine electronic products for home and industry. *Hasten The Day Of Victory By Buying More And MORE War Bonds.*

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN PRESIDENT

Nelson Is Jones V-P

JAMES M. NELSON, after two years as associate editor of *American Magazine*, has returned to the Ralph H. Jones Co., Cincinnati, as vice-president and account executive to supervise campaigns for Kroger Grocery and Bakery Co., one of the nation's large users of spot radio, with three daytime dramatic programs. Prior to his association with the *American Magazine*, Mr. Nelson was for six years manager of the Ralph H. Jones New York office, and previously had done advertising and merchandising work with Young & Rubicam; Sears, Roebuck & Co.; Butler Bros. and the *Chicago Daily News*.

Mr. Nelson

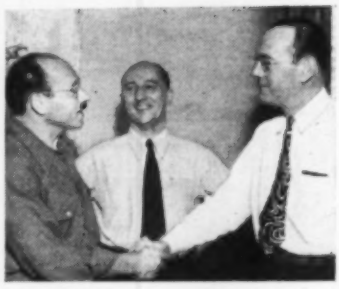
YMCA THANKS RADIO FOR PROMOTION JOB

IN AN open letter to the radio industry, issued through BROADCASTING, Henriette K. Harrison, national radio director of the National Council of YMCAs, thanked radio for its promotion of the YMCA centennial, May 20-June 20. The letter to the industry follows:

During the period of May 20th to June 20th, sponsors, agencies, artists, networks, commentators (both men and women), interviewers, regional and local stations all contributed generously and graciously of their time and facilities to the centennial celebration of the Young Men's Christian Assn.

As a result of the excellent radio coverage given the YMCA, together with this unusual opportunity to interpret its work with youth, requests are coming to national headquarters to start new associations in communities where there were none, in many instances remote rural sections of the country. Radio again does a job!

To everyone in the industry who cooperated in the interest of young people everywhere during our centennial celebration we say, thank you.



"IT'S A DEAL", said M. E. Weiner (1), vice-president in charge of sales of Chef Boy-Ar-Dee Quality Foods, Milton, Pa., to E. R. Borroff (r), Blue central division vice-president. Middleman (in fact and photo) is Hal Makelim, vice-president and radio director of McJunkin Adv., Chicago, who placed the Chef Boy-Ar-Dee *What's Cooking* on the Blue in the Saturday 9:30-9:55 a.m. spot, beginning Aug. 19 for 52 weeks.

World Television Viewed by British

Institution of Radio Engineers Issues a Postwar Forecast

POSSIBILITY of international television is foreseen by the British Institution of Radio Engineers, a group which has been studying postwar developments in radio and television. In a recent report they foresee, not only nationwide television in England, but possible extension across the Atlantic.

Other postwar improvements which are given as the Institution's prognostications of what's to come, include: colored stereoscopic television relayed to motion picture theatres; an increase in broadcasting by introduction of shortwave transmission; sound films in the home along with increased popularity for home recording of phonograph records, which may be used in conjunction with cin-e-cameras.

Increased Exports Seen

That the design of postwar receivers may be planned well in advance, the Institution's report pointed out, it is desirable that a statement on the national policy regarding use of transmission systems during the early postwar years be issued by the Government. Because the continent will be almost destitute of good domestic receiving equipment, it was stated, the possible scope for the expansion of exports will have been enormously increased.

A large number of powerful broadcasting stations could be operated with great benefit in Asia and Africa, a system of interlinked and synchronized stations raising the intellectual standard of hundreds of millions, the report continued.

Television Firm

NATIONAL TELEVISION Corp., Chicago, will set up operation as a corporation in the near future with offices in Chicago and New York. Harold L. Feigenholtz, member of the law firm Hartford & Feigenholtz, 139 North Clark St., Chicago, is announced as temporary president.

Southern California WAR WORKERS LISTEN TO KGER!

Takahashi isn't the only one who has found out that working people in the Los Angeles-Long Beach area listen to KGER! Many advertisers who want to sell economically to the more than two million prosperous consumers in this area use KGER year after year—and get results! There are good reasons, of course: KGER gives you complete coverage of metropolitan Los Angeles and Long Beach, at rates that make KGER one of the best buys in radio. Why not consider KGER for your Southern California advertising schedule?

"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

LOS ANGELES LONG BEACH

KGER

OWNED AND OPERATED BY MERWYN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

WDRC

CONNECTICUT'S PIONEER BROADCASTER

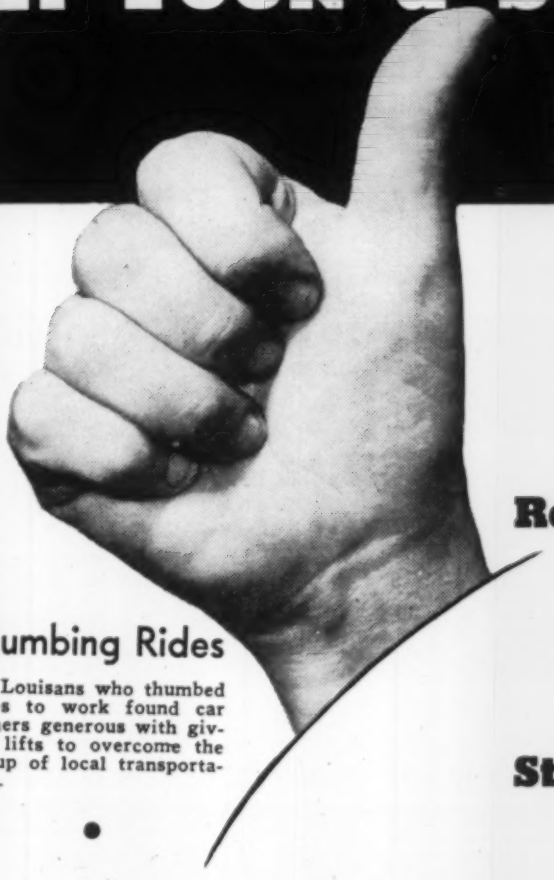
$20,150,000

That's Sales Management's estimate of retail sales in Hartford for September, an increase of 9.7% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

USE WDRC TO CONNECT IN CONNECTICUT

CBS

It Took a Street Car Strike to Prove It!



Thumbing Rides

St. Louisans who thumbed rides to work found car owners generous with giving lifts to overcome the tie-up of local transportation.

Listeners have become accustomed to depending upon Radio for news broadcasts of national and international interest, but it took a street car strike in St. Louis forcefully to demonstrate the usefulness of radio as a helpful servant of its own community.

Radio First With Strike News

Early in the morning of Thursday, June 1, thousands of St. Louis and suburban homes were first informed by radio of the unannounced strike and tie-up of street car and bus transportation.

Strike Conference Broadcast

For the first time in the St. Louis area, and perhaps in the nation, listeners were enabled to listen in on a strike conference and hear the conferees saying what they really thought.

KSD

Initiated the Broadcast . . .

This broadcast was initiated by KSD after obtaining the consent of Mayor Kaufmann, the Union leaders and the Public Service officials. The broadcast was of sustained interest throughout the session. There were several dramatic incidents and the atmosphere of the conference room was vividly communicated to KSD listeners.

Again KSD Proved Capable & Quick

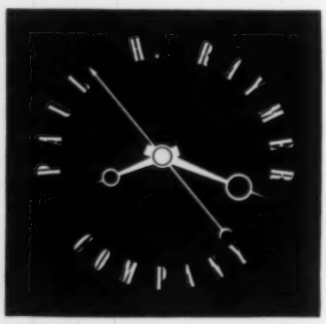
KSD Is Owned and Operated by the ST. LOUIS POST-DISPATCH

FREE & PETERS • National Advertising Representatives

Programs Versus Announcements

We are all familiar with the Klondike rush for spot announcements. We welcome this business, but as surprising as it may seem, more than eighty per cent of the time we sell is for programs of five minutes and more. That is in dollar volume.

Program selling is a specialty that requires more than quoting good availabilities. It requires the skillful use of more than one selling device. Personal presentations are made by men who devote their time to radio selling exclusively—men who know where the business is and how to get it. Programs must be sold.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

XUM

, Inc.
ywood,
rams
SONG AND
the nation's
many of whom
promotion in
Newspaper progra
ed Press News
included)
$342.72 weekly
$181.44 weekly
basis
program is 4.2.

XUM

Editorial

Those Simpler Things

IN THESE DAYS of battling billions, Treasury deficits and operations generally on a grandiose scale, the simpler things go unnoticed.

A fortnight ago Walter J. Neff, veteran radio sales executive and for the last eight years president of Neff-Rogow Inc., advertising agency specializing in radio, called attention in an article in these pages to the dizzy radio program pace. Without saying so, he inferred radio has gone Hollywood, with extravaganza the rule, and with advertisers vying for leadership in talent expenditures.

Since the appearance of the article, Mr. Neff reports considerable reaction. Station executives have written in vigorous support of his view that the public likes the simple broadcasts—solo performances or string trios or those other earthy, intimate renditions which draw the listener closer to the station or networks. Newspaper columnists have picked up the theme.

There's much to be said in favor of the simple program and the personality. Bing Crosby would be top-rated in 15 minutes of straight singing without a large orchestra, guest stars and comedy. Many independents, competing with networks, have found that string trios or standard recordings command excellent ratings against much bigger programs.

Mr. Neff calls for a better balance of the "little and big programs" whether network or station. He predicts they will attract additional listeners who will listen additional hours.

It's certainly worth the experiment. And it doesn't take a daily meeting of agency, advertiser, station and outside production consultants to do it. Or should we perish the thought because it's too easy?

MICROPHONE BATTLE OF THE CENTURY.

Ray in the *Kansas City Star*

Jilted

UNLIKE newspapers, broadcast stations or networks carry no political labels. They are not Republican or Democratic or independent. Their owners and their executives may vote any way they please, but the stations pledge fealty to no political party.

That's as it should be. Long ago broadcasters wisely resolved they should have no editorial policy and carry no political brand. Stations reserve no time for their ownership to project partisan views or exhort their listeners to vote this way or that.

But broadcasters are citizens, vitally interested in the national welfare and interested too in their own ability to operate in the free, competitive way guaranteed Constitutionally. As dispensers of public service they are perhaps as sensitive to the public taste as any group.

During the last few weeks broadcasters had their ears cocked toward Chicago. They had a big job to do in keeping their audiences informed on the two great political conventions, and they performed the task admirably. The conventions were covered fully and dispassionately. There was no editorial, partisan viewpoint.

But broadcasters had another interest—their own future. In latter June they saw the Republican Convention adopt a forthright plank in their platform pledging a free radio alongside a free press. The convention came out for a new radio law which will define, "in clear and unmistakable language", the FCC role.

The Democrats met less than a month later. They adopted a shorter platform. The word "radio" was ignored. There was no satisfactory explanation. It couldn't have been that the "free radio" plank was overlooked. It was brought to the attention of the Resolutions Committee by the NAB and by many broadcasters. National Chairman Hannegan was aware of it. So was Paul A. Porter, publicity chairman, himself formerly an attorney who specialized in radio.

Broadcasters can deal only with the facts before them. The Republicans pledged remedial legislation. The Democrats didn't. Perhaps it is too much to expect, since the complaint against regulatory practices has developed since the New Deal took office and any black-and-white commitment for legislation might be construed as a repudiation by the administration of its own FCC, particularly in a campaign year.

We recall, however, that in 1939 President Roosevelt himself called for a new Communications Law in letters to the respective chairmen of the Senate and House committees handling radio. He thought then that substantive provisions of the Act required change and that ambiguous provisions should be cleared up. What has altered that view we can't fathom. No one can argue that radio is freer today than it was in 1933 or 1939, or that the statute is less ambiguous or antiquated.

It is regrettable that the Democrats failed to express themselves. It is reasonably certain that the Dewey-Bricker team will point to that omission in the rigorous campaigning ahead. We hope that the ensuing debates will draw from the Democrats a clear-cut expression which in some measure will compensate for the glaring omission in its platform.

Our Respects To —

ARTHUR HOWARD CROGHAN

THE CHALLENGE of radio as a new art spirited Arthur Croghan away from his week-old job with the *St. Louis Star* early in 1927. He was 21. KWK St. Louis (then KVFE) was only 30 days old when he joined as salesman.

Seventeen years have passed since then and Mr. Croghan still looks on radio as a field to be explored. Now as vice-president in charge of sales of WJBK Detroit, his energy is constantly directed toward new goals of achievement.

Mr. Croghan was born in St. Louis on Feb. 11, 1905, the grandson of Capt. Arthur James Croghan, of the Light Brigade, and one of the few survivors of the heroic Battle of Balaclava. The younger Croghan attended grammar school in the usual number of years, but by the time he got to high school, his individualism began asserting itself.

In his words, "The principal and I could not agree on the internaitonal situation or something, so I left high school after the first half year and went to work."

He worked for the General Outdoor Advertising Co., and the Flexume Electric Sign Co. of Buffalo for a while. Then he went with the *St. Louis Star*—for a week. KWK had barely sent out its first signal when Arthur Croghan heard they needed a time salesman. He took over, and six months later became sales manager, remaining in that position until 1929.

The following year he opened his own office in St. Louis as a sales representative. His next move brought him to Minneapolis where he spent seven years in sales work. In 1937 he applied for a station license but the application was denied. He still has an idea in the back of his mind, however, for his own station. Southern California is the chosen spot, and the next year or two may find him there heading an independent station.

When WTOL opened in Toledo in 1938, Mr. Croghan saw another opportunity to try out new ideas, and so he accepted a post of salesman on the staff. A year later, declining an offer to become manager of WTOL, he joined WJBK Detroit.

At WJBK Arthur Croghan found something unique in the way of format and sales promotion in the foreign language field with which he had no previous contact. An independent station serving a metropolitan industrial audience comprising 60% of the population of Michigan, WJBK devotes an average of 5% of its 24-hour day to broadcasting for-

(*Continued on page 40*)

Prestige-Building, Sales-Stimulating Programs

...AVAILABLE TO YOU ON WMFM

The popularity and acceptance of such outstanding WMFM sustaining programs has been proven. The ability of WMFM programs to build prestige and stimulate sales has been proven.

The proof of WMFM's ability to deliver results is seen in the fast growing list of national and local advertisers.

Tens of thousands of Milwaukee and Wisconsin families have eagerly accepted the WMFM schedule of distinctive, quality programs, keyed to the wants and needs of the community.

We will work with you in utilizing currently popular WMFM programs or in developing a new show tailored to your problems and to your budget.

The time to act is now. Get full information of the job that WMFM can do for your company and your products by writing, wiring or phoning.

WMFM

THE MILWAUKEE JOURNAL FM STATION

new survey shows over 50% of Noontime Listeners tuned to kglo

IN THE "HEARTLAND" KGLO listenership outranks all other stations combined, at noon every day, according to the recent Robert S. Conlan survey.

YES SIR . . . we have the listeners, and we know we can sell your products to these folks in the "Heartland" of America. Farmers here are working and spending towards their greatest production year. Thousands of workers are bringing home overtime pay from packing plants, hemp mills, corn, soybean and sugar beet processing plants.

You'll start sales rolling when you buy KGLO.

FREE—A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into

kglo

5000 Watts 1300 K.C.

MASON CITY, IOWA

F. C. Eighmey, Gen. Mgr.

CBS Affiliate

WEED & COMPANY, Rep.

Our Respects to

(*Continued from page 38*)

eign language programs for 15 nationality groups.

During the past 4½ years, the sales volume has increased approximately two and a half times over the volume of 1939 when Mr. Croghan became associated with the station. WJBK today is reputed to do the largest volume of business of any 250 watter in the United States.

A year after joining WJBK, Mr. Croghan purchased an interest in the station and was appointed vice-president in charge of sales.

He is proud of his radio career, and prouder still of his son, Terrence who is to be inducted into the Air Corps on his 18th birthday this month. He has another son, Dennis, 11. In 1925, Arthur Croghan married Dorothy Leone, and they make their home in Detroit.

The Detroit and Oakland Hills Country Clubs know him as a pretty good golfer. He also rolls up a nice bowling score with his team in Detroit. In a more business-like vein, he belongs to the Adcraft Club, too.

But when he has a lot of spare time on his hands, he starts in planning for that independent station he wants in Southern California, FCC permitting.

HOWARD H. WILSON Co., Chicago, has assumed representation of KPHO Phoenix, Ariz., and WAIT Chicago.

Personal NOTES

EUGENE MEYER, publisher of the *Washington Post*, last week was elected president of WINX Washington, recently purchased by the newspaper for $500,000. Wayne Coy, assistant to Mr. Meyer and formerly of the White House secretariat, is vice-president and secretary; C. C. Boysen, business manager of the *Post*, vice president and treasurer. Lawrence J. Heller, founder of WINX, remains as manager.

DON S. ELIAS, executive director of WWNC Asheville, N. C., has been appointed to the Committee on Federal Finance, U. S. Chamber of Commerce.

HAROLD E. FELLOWS, general manager of WEEI Boston, has been awarded a certificate of appreciation by the American Red Cross Blood Donor Service.

GENE GRANT, account executive of the Blue, San Francisco, has been shifted to the network's Hollywood staff. He succeeds Myron Elges, who resigned to join Hillman-Shane-Breyer, Los Angeles advertising agency, as account executive.

PAUL F. HARRON, president of WIBG Philadelphia, is the father of a girl.

EUGENE S. THOMAS, sales manager of WOR New York, celebrated his tenth anniversary with the station on July 31.

CHARLES HAMMOND, NBC director of advertising, is the father of a girl.

McTigue Heads WINN

HARRY C. McTIGUE, production manager of WINN and associated with the late D. E. (Plug) Kendrick in the station, last week was formally elected vice-president of the Kentucky Broadcasting Corp., owner-licensee, and appointed station general manager. Mr. Kendrick, president of the Kentucky corporation, died July 25 at his home in Louisville [BROADCASTING, July 31]. Before becoming affiliated with WINN Mr. McTigue was assistant manager of WLOL Minneapolis-St. Paul.

Mr. McTigue

DON ROBERT, CBS midwest sales manager, gave a cocktail party July 26 in Minneapolis in honor of Bob Buckley, assistant sales manager of the network's midwest division, and Howard Keefe who recently joined the division. Guests included A. E. Joscelyn, general manager of WCCO Minneapolis-St. Paul, and Al Sheehan, assistant manager of WCCO.

SAMUEL CHOTZINOFF, manager of the NBC music division, on Aug. 6 left New York for a three-week tour of NBC branches throughout the country. Purpose of trip is to survey the local music scene in each NBC division.

CURTIS P. RITCHIE, owner of KGHF Pueblo, Colo., and State Senator, declined the Democratic nomination for Congressman, opposing J. Edgar Chenoweth.

LOUIS VYNER, executive director of WSBA York, Pa., is on an eastern tour of radio as guest of Allen Stock, general manager of National Radio Features, Albany.

WYNN WRIGHT, NBC national production manager, on Aug. 3 addressed the Third Annual Radio Institute, Chicago, which was formed in cooperation with NBC Chicago and Northwestern U.

WILLIAM H. KELLEY, San Francisco regional manager of RCA and for 20 years a sales executive for that firm, has resigned to become general sales manager of Galvin Mfg. Corp., Chicago.

W. WOODBURY (Nick) CARTER, formerly with WSYR Syracuse, has been named assistant manager of WTRY Troy, N. Y.

No.1 in Alabama

WSGN has Alabama's best coverage by far. The NAB mail and Signal Strength map proves it and so do the contours and the NBC All-County Survey. It also has a Morning Hooper that is bigger than all other Birmingham stations combined. Besides, it airs seven of Birmingham's most popular programs and offers the city's most valuable salable time . . . *That* combination makes WSGN the *Number One* Station in one of the South's toprated markets!

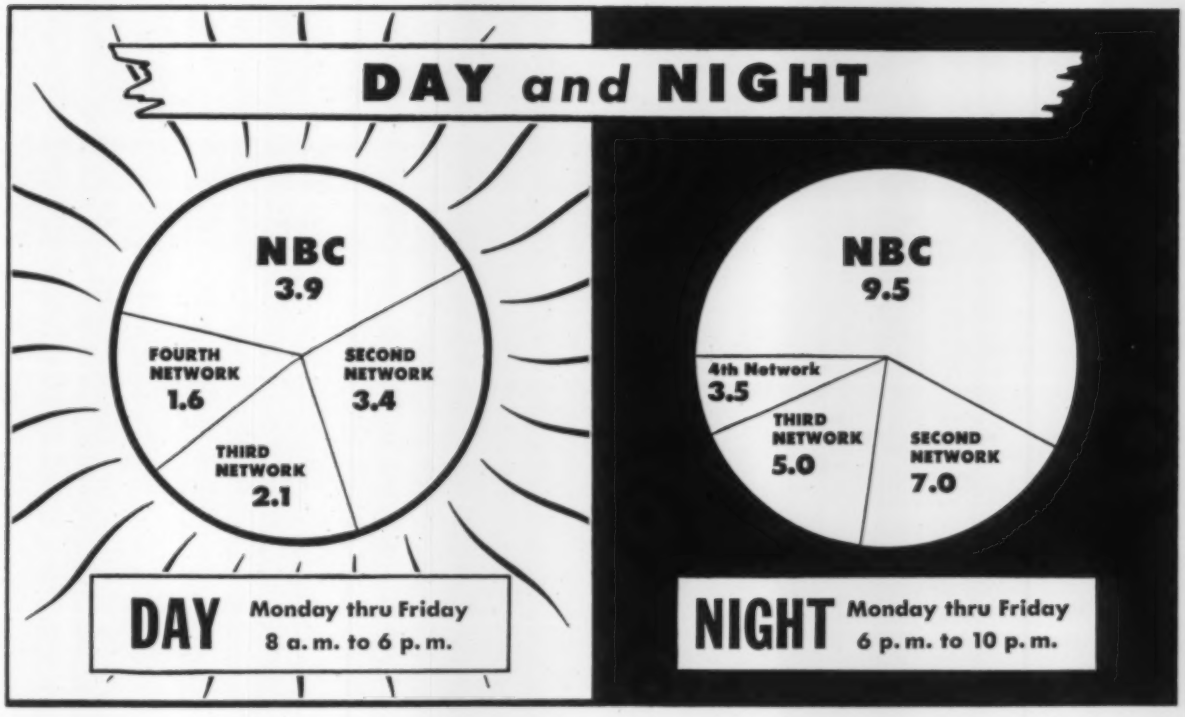
WSGN

The Birmingham News-Age Herald Station
Represented Nationally by HEADLEY REED

FOUR TOP MARKETS!

- Central Kentucky — WLAP *Lexington, Ky.*
- Amarillo — KFDA *Amarillo, Tex.*
- The Tri-State — WCMI *Ashland, Ky.-Huntington, W. Va.*
- Knoxville — WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn



NBC HAS THE *BIG* SHARE OF PACIFIC COAST LISTENING TIME*

***Average Pacific Coast Hooperating (June report) of all programs for each network during time indicated**

It's double-billing for NBC programs in the West! For NBC is the leading network both *day* and *night*. Why this double popularity? Here's the answer:

NBC Western Division has its own Parade of Stars—19 stellar news, drama, comedy, music and variety programs—broadcast *exclusively* to west-coast listeners. In addition, NBC's bright array of transcontinental shows are prime favorites in the West.

You'll find the Number One drama and music programs . . . the top comedy and variety shows . . . three out of four of the leading news programs—heading NBC's roster of stars.

Is it any wonder NBC is "The Network Most People Listen to Most"—day *and* night? And doesn't it follow that advertisers and time buyers can benefit from this *double* leadership?

WESTERN DIVISION
SAN FRANCISCO *Taylor and O'Farrell* ★ HOLLYWOOD *Sunset and Vine*

NBC

of the NATIONAL BROADCASTING COMPANY, INC.

★ ★

A SERVICE OF THE RADIO CORPORATION OF AMERICA

IT TAKES
4 Aces for a
Winning Poker Hand

IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
America's No. 1 Network

BEHIND the MIKE

EDDIE TRUMAN, production manager and music director of KSO-KRNT Des Moines, has been inducted into the Army. Don Miller of the news staff has been inducted into the Marines. New addition to the announcing staff and formerly of KVOR Colorado Springs is Charles Mowat. R. J. Nash, former manager of WBRW Welch, W. Va., has joined the KSO-KRNT news and announcing staff.

JAMES MORGAN, former Charleston, S. C., commercial artist, recently released from the Army, has been named merchandising and art director of WSPA Spartanburg, S. C.

TED TOLL, member of the Blue central division production department, has joined the Marines as a second lieutenant and is stationed at Quantico, Va.

S/SGT. CHARLES C. WARREN, released from the Marine Corps, has resumed his announcing and sports commentator duties at WCMI Ashland, Ky.

IRWIN A. SHANE, director of the Television Workshop, New York, is the father of a boy.

FRANCES MARIE LESCOE, traffic manager of WCOP Boston, has been married to Aviation Cadet Edward Murphy.

WARREN SAUNDERS, m.c. of WCOP Boston, is the father of a girl.

SARA LOU ALLRED, formerly in the logging department of BMI, is a new addition to the women's division of WBIG Greensboro, N. C.

ADELE SABBAGH, former NBC newsroom copy girl, last week joined WTBO Cumberland, Md., as scriptwriter.

JOE GRADY, chief announcer of WHAT Philadelphia, has resigned to join the accounting staff of the Philadelphia Electric Co.

JUNE OLDHAM is a new addition to the newsroom staff of WCAU Philadelphia, which is now composed entirely of women, except for Harry Reinhard, news editor.

MELVIN K. WHITELEATHER, former news commentator of KYW Philadelphia, has returned from Europe where he covered various battlefronts for NBC and for the *Philadelphia Bulletin*.

STUART WAYNE, announcer of KYW Philadelphia, is recovering from an attack of influenza.

JOE DANIELS, announcer of WPEN Philadelphia, and Violet Karen Shuman, news writer of WCAU Philadelphia, were married in Elkton, Md., last week.

HAROLD BRATSBERG, program director of KFPY Spokane, has resigned to become program director of KALE Portland.

RALPH ROGERS, Blue Hollywood announcer, has joined the Navy as lieutenant (j.g.). Terry O'Sullivan has resigned as Blue announcer to freelance.

ROBERT FREED, announcer of Don Lee Broadcasting System, Hollywood, is the father of a boy.

ROBERT GILLEN, announcer of KFOX Long Beach, Cal., has joined KMPC Hollywood.

Splash!

BOB DeHAVEN, program director of WTCN Minneapolis-St. Paul and stellar bond salesman ($500,000 worth), will go to any length to sell a bond. At the Aqua Follies, part of Minneapolis Aquatennial Celebration, Bob told the crowd he would jump off the 40-ft. diving tower if someone would buy a $1,000 bond. He had two takers, whereupon 210-pound DeHaven climbed the ladder, took off his shirt, pants and shoes, then jumped into the lake.

WRLC Changes

BILL KILGORE, former chief engineer of WRLC Toccoa, Ga. has been named assistant manager and program director, according to Virgle E. Craig, manager who has been classified 1A-L in the draft. Ernest Church succeeds Mr. Kilgore as chief engineer. Sam Gaines has been added to the station's staff as salesman-announcer, and Frankie Scott has returned as director of women's programs and announcer.

TOM SWAFFORD, former production manager of KGB San Diego, Cal., has joined KGW San Francisco, in a similar capacity.

JOHN KNOX, formerly of CKCO Ottawa and CKMO Vancouver, has joined the announcing staff of CKRN Rouyn, Quebec.

STUART GRAY will join the announcing staff of WOL Washington on Aug. 7, shifting from WMAL Washington.

RAYMOND PROVOST, formerly of KGB San Diego, Cal., has shifted to KPAS Pasadena, Cal.

BERTRAM WIGTIL, released from the Army, has joined KFVD Los Angeles.

CLAUDE HARMON, released from the Army, has joined KGFJ Los Angeles.

JEAN MAXFIELD, former traffic manager of KYA San Francisco, is now with the OWI in that city.

HARRY WISMER, Blue sportscaster, has been appointed to the Physical Fitness Committee of the Federal Security Agency, as radio consultant to stimulate greater interest in sports.

(*Continued on page 44*)

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of WINCHARGER FARM ELECTRIC SYSTEMS WINCO DYNAMOTORS WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES
WINCHARGER VERTICAL RADIATORS and ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

WING
Dayton, Ohio
Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio
Ronald B. Woodyard
Exec. Vice President
WEED & CO. National Representatives

MUSIC THAT IS WHISTLEABLE
NEWS THAT IS RELIABLE!
SPORTS THAT ARE UNBEATABLE
WHN
WHISTLEABLE music? Why, it's music EVERYONE likes... old and new tunes familiar to us all...melodies that we can whistle while we listen.
As for NEWS...Each day over 285 minutes of RELIABLE news, edited from the fast and accurate newsgathering facilities of AP, UP and REUTERS, presented in listenable style day and night.
In SPORTS...The Brooklyn Dodgers...The New York Football Giants...The National League Hockey Rangers, and other exciting sports events featuring Red Barber and Bert Lee.
15,000,000 listeners prefer this WHN policy of MUSIC, NEWS and SPORTS and that's why WHN is a "MUST" for your fall schedule.
WHN
50,000
1050
AMERICA'S MOST POWERFUL INDEPENDENT STATION
Represented by
RAMBEAU

(Continued from page 42)

JOE RYAN, farm editor of KRNT Des Moines, has been named director of news and special events, replacing Charles Logan, who has left to accept a commission as lieutenant in the Marines.

WAYNE DAVIS, formerly of WBIR Knoxville, has been added to the announcing staff of WSPA Spartanburg, S. C.

DON HEATH, announcer at KGHF Pueblo, Colo., will report today (Aug. 7) for induction into the Armed Forces.

WARREN MOWDER, formerly in defense work with Lockheed Aircraft, has joined the announcing staff of KSAL Salina, Kan. Gene Moser has returned to the station as announcer. Dean Ayres, announcer, has resigned to accept a scholarship to a Massachusetts dramatics school.

WALLACE B. RUGGLES, former radio writer and producer for NBC and the OWI, has been promoted from second to first lieutenant at Ft. Benning, Ga.

AL EILKEN has been added to the news staff of KYA San Francisco.

Aides to Services

ROBERT G. SOULE, vice-president and merchandising manager of WFBL Syracuse has given three secretaries to the service. Lt. James E. Moore is now in the South Pacific, with 18 months service. Lois Stone is reported to have arrived in England as an American Red Cross staff assistant, and Rita Muth, a Yeoman 3/C in the WAVES, is stationed in Pensacola.

MARY DAVIDSON, formerly of Ottawa, is a new member of the announcing staff of CKBI Prince Albert, Sask., replacing Aline Rousseau, resigned.

DICK HATTON, announcer of WJW Cleveland, is the father of a boy.

JOE FRIBLEY, formerly of WCOA Pensacola, Fla., and KTUC Tucson, Ariz., is a new addition to the announcing staff of WJW Cleveland.

BOB JOHNSON has been added to the announcing staff of KGVO Missoula, Mont.

KIERMAN BALFE, formerly of WERC Erie, Pa., has joined WSTV Steubenville, O.

JACK MERDIAN, program manager of WSTV Steubenville, O., has been named a member of the Jefferson County, O., War Price & Rationing Board.

LT. ROBERT L. KAUFMAN, former WISR Butler, Pa. announcer, has been awarded the Air Medal "for exceptionally meritorious achievement while participating in sustained bomber combat missions over Germany."

JAMES CASSIDY, director of special events and international broadcasts of WLW Cincinnati, has arrived in the European Theatre of Operations, the Crosley station has been advised.

ERNIE MOTT and Muriel Phillips, both of CKGB Timmins, Ont., are to be married early in August.

NORMAN PALMER and Winifred Sinclair, both of CKGB Timmins, Ont., have announced their engagement, with the wedding set for next year.

WPB Elevates Feyling

HAL FEYLING, information specialist of the Radio & Radar Division of WPB, has been promoted to news editor of the Information Division, it was announced last week. Mr. Feyling is succeeded by Carl H. Butman [BROADCASTING, July 31].

Harper to Marines

TRO HARPER, WOR New York newscaster, last week resigned to join the Marines. Prescott Robinson replaces him on the 11 a.m. newscast, alternately sponsored by the Serutan Co., Jersey City, and the National Biscuit Co., New York. Ed Thorgersen, newsreel commentator, replaces Mr. Harper on the 11 p.m. news period, sponsored by *Look* Magazine Tuesday, Thursday and Saturday, and by Hoffman Beverages the remaining three days of the week.

DICK GLUNS, senior producer of CJBC Toronto, and Diana Stevens, secretary to CJBC Manager Spence Caldwell, have announced their engagement.

DEAC ROSSELL, former assistant program director, WTRY Troy, N. Y., has been promoted to program director. He was recently the father of a boy.

ED WALKER, WTRY Troy, N. Y. announcer is now handling publicity and promotion.

STAN CONRAD, former program director of WMFR High Point, N. C., is now with WGBG Greensboro in the same capacity. Bob Bean, formerly with WAIR Winston-Salem, N. C., has joined the announcing staff of WGBG.

DON BELL, formerly of stations in Florida, North Carolina and Louisiana, has joined WAKR Akron as night supervisor. Floyd Ryel, formerly with WCAU Philadelphia, and Walt Henrich, released from the Navy, are new additions to the WAKR announcing staff.

JERRY SMITH has been added to the announcing staff of WBIG Greensboro, N. C.

ALFRED LARR, formerly of WASK Lafayette, Ind. and WFBL Syracuse; Ted Lee, formerly with WEBC Duluth and WCCO Minneapolis; and Bill Finn are new members of the announcing staff of WISH Indianapolis.

DON THOMPSON, producer of KPO-NBC San Francisco, is the father of a boy.

JOHN SAGE, formerly of KGDM Stockton, Cal., has joined KYA San Francisco as announcer.

DAVID MOORE, former announcer of FM station KALW San Francisco, has joined KYA San Francisco as announcer.

PATRICK MICHAEL CUNNING, president of Pacific Coast Independent Television Producers Assn., Hollywood, is the father of a boy. Mrs. Cunning, known professionally as Martha Drake, is a television producer and writer.

DUSTIN RHODES, announcer of KGFJ Los Angeles, has shifted to KMTR Hollywood.

EARL WILD has rejoined the NBC music staff after serving two years in the U. S. Navy.

ANNE RAIDABAUGH, publicity director of WDNC Durham, N. C., is now with the publicity department of USO Region IV, Richmond. She will be replaced at WDNC by Kathy Johnson, formerly of WDAK Columbus, Ga.

JACK BINGHAM, former school teacher and new to radio, has joined the announcing staff of CKWX Vancouver.

BOB HUTTON, formerly of CFJC Kamloops, B.C., has joined the announcing staff of CKWX Vancouver.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

ATOP A FIGHTING TANK, CORRESPONDENT BAYLOR CATCHES VOICES OF FIGHTING MEN FOR THEIR LOVED ONES BACK HOME

WAR CORRESPONDENT

David Baylor sends voices of hometown boys from European front via Cleveland's WGAR

A hunting license presented to WGAR Correspondent David Baylor by the United States Marines became a good luck charm for his European assignment in hunting up Ohio service men.

WHEN David Baylor in June departed for Europe as special war correspondent for Radio Station WGAR in Cleveland, it was on a definite assignment to seek out hometown lads in the service and, when possible, to transmit their voices back to the parents, wives and youngsters who anxiously wait at home.

Five times weekly (starting July 9th), Correspondent Baylor's short wave interviews and reports on Cleveland service men are aired over WGAR. By prearranged notice to families of men who will be interviewed, scores of homes now are hearing the voices of their fighting men for the first time in many months. And, with a recent shift to 1220 kilocycles which extended its area and improved the strength and clarity of its signal, WGAR now reaches thousands of additional homes with its overseas-originated programs, now totaling twelve weekly broadcasts through BBC facilities.

There is no fan mail so prized at Cleveland's Friendly Station as the ever-increasing number of thank-you letters from mothers and dads, wives and sweethearts of the boys whose voices have "come home" over WGAR.

Radio Advertisers

ENAMELED Utensil Manufactures Council, Cleveland, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio plans are being considered.

E. LYNN WERNER, formerly with United States Adv. Corp., on Aug. 1 joined the Deepfreeze Division, Motor Products Corp., Chicago, as advertising manager.

SIDNEY G. ALEXANDER, discharged from the Maritime Service as a lieutenant, has returned to his former post with Columbia Pictures Corp., New York, in charge of national cooperative advertising and radio.

SCALAMANDRE'S SILKS, New York, has named New Century Adv., New York, to handle its advertising and has signed a 52-week contract with WOV New York for a weekly half-hour program.

KROGER GROCERY & Baking Co., Cincinnati, has renewed sponsorship of its two quarter-hour daytime serials heard Monday through Friday on WMAQ Chicago. Programs are *Mary Foster, the Editor's Daughter*, 11:00-11:15 a.m. (Kroger Clock Bread), and *Linda's First Love*, 11:15 to 11:30 a.m. (Kroger Hot-Dated Coffee). Contract is for 52 weeks. Agency is Ralph H. Jones Co., Cincinnati.

KELLOGG Co. of Canada, London, Ont. (bran flakes), has started one-minute spot announcement campaign on a large number of Canadian stations. Account was placed by J. Walter Thompson Co., Toronto.

BARBARA ANN BAKING Co., Los Angeles (bread), with time pre-empted on KHJ Hollywood and KFXM San Bernardino, Cal., on Aug. 7 shifts *Barbara Ann Pay Day Quiz* to KMPC Hollywood. Contract is for 52 weeks. Placement is through Scholts Adv. Service, Los Angeles.

THE PHILADELPHIA Co. for Insurance on Lives & Granting Annuities, Philadelphia banking institution, has appointed N. W. Ayer & Son, Philadelphia, as advertising counsel.

MORRIS ROSENBERG Co., Los Angeles (Rose peanut buttter), new to radio, has started sponsoring participation five times per week on *Kitchen Kollege* on KFWB Hollywood. Contract is for 52 weeks. Agency is Gerth-Pacific Adv., Los Angeles.

MORTON'S Clothing Co., Boston, has started local sponsorship of Boake Carter on WNAC Boston, Tuesdays and Thursdays, 12-12:15 p.m. Agency is Mina Lee Simon Co., Boston.

W. E. BALCOM, member of the sales force of Pepsodent Co., Chicago, has been appointed eastern sales manager of the Pepsodent Division of Lever Bros. Co., with headquarters in New York.

JIM FURLONG'S Industrial Bank, Denver, has started a number of one-minute spot announcements on KOA Denver. Dupler Art Furriers, Denver, has renewed its schedule of one-minute announcements on that station. Business placed through Ted. Levy Adv., Denver.

UNITED STATES Time Corp., Waterbury, Conn., has appointed Compton Adv., New York, to handle advertising for Ingersoll watches and clocks. No media plans were disclosed last week.

Westinghouse Refunds

WESTINGHOUSE Elec. & Mfg. Co., through renegotiation with the Navy Price Adjustment Board, has agreed to refund $5,055,965 to the Government, in addition to major voluntary price reductions, A. W. Robertson, chairman, informed the board. Actual 1943 net income after renegotiation, was $21,401,568, a reduction after income and excess profits taxes of $953,732 under estimates of the annual report last March. War contract terminations are increasing, although production the first six months this year was higher than any other six-month period in the company's history, said Mr. Robertson.

KOSCH'S, Spartanburg, S. C. (jewelers), has started sponsorship on WSPA Spartanburg of a weekly program of organ and piano music, Fridays 7:15 p.m. Contract is for 26 weeks.

PEPSI-COLA Bottling Co., Atlanta, is sponsoring a quarter-hour, transcribed series on WGST Atlanta, titled *Romance & Melody*, featuring romantic string music. Program is heard Monday through Saturday, 10:30-10:45 p.m.

REMAR BAKING Co., Emeryville, Cal. (bread), has started sponsorship of the quarter-hour transcribed serial *Betty and Bob* on KPO San Francisco, Monday through Friday, 3:45-4 p.m. (PWT), on a 52-week basis. Agency is Garfield & Guild, San Francisco.

DR. HESS & CLARK, Ashland, O., has started a five-minute musical program five-weekly on KGVO Missoula, Mont. in the 6:50-6:55 a.m. period.

THOMAS J. WEBB Co., Chicago (coffee), has renewed its sponsorship of three daily spot announcements on WMAQ WGN WCFL WIND, all of Chicago. Contract for 52 weeks was placed by Schwimer & Scott, Chicago.

MERRIA CHEMICAL LAB., (Merria Moth chemicals), Columbus, O., has begun participation on women's cooperative programs on WMBD WIBC WJR WTIC WBEN WCAE. Contracts, placed by First United Broadcasters, Chicago, are from three months to 52 weeks.

AMERICAN HOME Products Corp., New York, has named Thomas H. Brown Jr. as secretary and general counsel. He joined AHP in 1937 and assisted in organizing the company's legal department.

FOUR new sponsors have signed for participation on Paul Gibson's *Housewives' Protective League* and *Sunrise Salute* on WBBM Chicago, and two companies have renewed. New participants are: G. N. Coughlan Co., West Orange, N. J. (Chimney Sweep soot destroyer), for 13 weeks beginning Sept. 11, through Roche, Williams, & Cleary, N. Y.; Grocery Store Products Sales Co., New York (Fould's Macaroni), 13 alternate weeks starting Sept. 18, through Campbell-Ewald Co., Chicago; Omar, Inc., Omaha, Neb. (Ranch House Pancake Flour), 26 weeks beginning Sept. 11, through MacFarland-Aveyard & Co., Chicago; Good Foods, Minneapolis, Minn. (Skippy Peanut Butter), 52 weeks starting Sept. 4, through Garfield & Guild Adv., San Francisco. Renewals, effective Aug. 4, are: Stewart & Ashby Coffee Co., Chicago (coffee and tea), Williams & Cleary, Chicago; Beatrice Creamery Co., Chicago (Meadow Gold Butter), 52 weeks, through Foote, Cone & Belding, Chicago. *Housewives' Protective League* is broadcast Mondays through Fridays, 4:00-4:30 p.m. (CWT) and *Sunrise Salute*, Mondays through Saturdays, 6:00-6:55 a.m. (CWT) on WBBM Chicago.

Having once learned how to swim, you'll never forget.
Years may pass but the habit of proper arm and leg coordination
will return the moment you enter the water.

Another powerful habit is that exemplified by the people of Southern New England. For more than 19 years, they have consistently turned to WTIC for their radio entertainment.

This habitual listenership is of prime importance to national advertisers. It means that there is a waiting and attentive audience to receive your sales message. It's a guarantee that your story will be heard.

Another point to bear in mind is the fact that the people of Southern New England possess an effective buying income more than 60% in excess of the national average. Convince them of the merits of your product. They have the money to buy it.

For real sales results, get into the habit of using WTIC's 50,000 WATTS to reach the whole of this wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

AMERICA'S MOST LISTENED-TO NEWS REPORTER

FULTON LEWIS, Jr.

. . . Is Known By The Company He . . . Keeps... Happy

Here's what some of his best friends (his sponsors) say about him . . .

DEPARTMENT STORE—". . . he is the one factor which has increased our figures higher than any other outlet."

MEN'S CLOTHING STORE—". . . gives a fair and convincing analysis . . . his listeners are receptive to our sales story and . . . refer to his broadcasts."

SAVINGS AND LOAN CO.—". . . he is "tops" with all of us here . . ."

BAKERY—". . . our entire organization is highly pleased with the favorable results and reactions received from the trade and the public . . ."

RADIO MANUFACTURER—". . . Letters expressing appreciation of Fulton Lewis, Jr., have poured into our factory by the hundreds . . ."

BANKING CO.—". . . we feel that this portion of our advertising is dignified, beneficial . . ."

FULTON LEWIS JR is now heard on more than 210 Mutual stations with over 130 sponsors. For sponsorship in your city call, wire or write WM. B. DOLPH, WOL, WASH., D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Agencies

FRANK S KENT last week resumed duties as president of Tracy, Kent & Co., New York, after receiving a discharge from the Army Air Forces. Mr. Kent, who held the rank of a major, joined the Air Force in 1942.

OSCAR VASQUEZ, a former spacebuyer for Expert Adv. Agency, New York, has been appointed timebuyer for Irwin Vladimir & Co., New York.

ROGER M. COMBS Jr., former account executive with Erwin, Wasey & Co., New York, has joined Dancer-Fitzgerald-Sample, New York, as account executive.

MARTIN A. GOSCH, Hollywood producer of Foote, Cone & Belding on CBS *Jack Carson Show*, has resigned that post effective in late August to devote time to other freelance assignments.

HENDRICK VOLLAERTS has joined J. Walter Thompson Co., Hollywood, and has been assigned chief writer of the CBS *Frank Sinatra Show* which resumes Aug. 16.

CHESTER McCRACKEN, formerly in charge of Bristol-Myers NBC program *Mr. District Attorney* at Pedlar, Ryan & Lusk, New York, has been appointed radio director of Doherty, Clifford & Shenfield, New York.

ROBERT FRANKLIN, head of Robert Franklin & Assoc. Adv., has been elected president of the Fresno, Cal. Advertising & Sales Club. Paul R. Bartlett, manager of KFRE Fresno, is vice-president.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-National Representatives

WILLIAM CAYTON, former copy chief of Picard Adv. Co., New York, has been appointed copy director and assistant to the president of S. Duane Lyon Inc., New York.

DAVID G. LYON, former account executive of Biow Co., New York, has been appointed manager of the research department of Walter M. Swertfager Co., New York.

JOSEPH YOCAM, announcer with Smith & Bull Adv., Los Angeles, is the father of a boy.

RAY SCHOONOVER, formerly on the copy staff of J. M. Mathes Inc., New York, has joined the copy staff of Doremus & Co., New York.

WILLIAM TYLER, formerly on the copy staff of Kenyon & Eckhardt, New York, has joined the copy staff of Doherty, Clifford & Shenfield, New York. He was also previously with Foote, Cone & Belding, McCann-Erickson, and Young & Rubicam, all of New York.

MARGE KERR, formerly head of the radio publicity department of Tom Fizdale Inc., New York, has joined the radio staff of N. W. Ayer & Son, New York, as talent buyer. Miss Kerr replaces Alma E. Marks who has joined the radio division of the Overseas Branch, Office of War Information. Prior to joining the Fizdale staff, Miss Kerr was a member of the NBC Chicago publicity department.

MIRIAM DIXON, assistant to Fred Bell of the Katz Agency's Atlanta office, is hospitalized, following a recent major operation.

ROBERT KAHN & Assoc., Chicago advertising agency, last week moved its offices from the 13th floor of 430 North Michigan Bldg., to occupy entire 9th floor.

GORDON WALLACE has joined Spitzer & Mills, Toronto, as account executive, after 14 years with MacLaren Adv. Co., Toronto.

GRANT H. ADAMS, for 13 years with Spitzer & Mills, Toronto, and its predecessor Lord & Thomas of Canada, has resigned to become sales promotion manager of Canadian Johns-Manville Co., Toronto.

FRANC DILLON of J. Walter Thompson Co., Hollywood publicity staff, has been made head of the newly created West Coast special services department. Her former assignments have been taken over by Grace Wilcox.

LEWIS TITTERTON, head of the radio department of Compton Adv., New York, is the father of a boy.

HOWARD S. ROUND, former sales manager of the Pepsodent Co., has joined Ivey & Ellington, Philadelphia.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS
Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives

CANDY
FILMS
SODAS
DRUGS
CIGARS
DRUGS
A Community* with 1797 Corner Drug Stores
THAT'S a pretty sizeable drug business for just one community.
But just picture 1797 corner drug stores arranged net-work-fashion all over eastern and central New York and western New England, and you've got the picture of this busy metropolitan community served by WGY (a community of 97 cities with over 5000 population)* which, brought together as it is by WGY, provides one of our nation's choicest single markets.
This WGY community is a wealthy market worth 3⅓ billion dollars in annual earnings, $44,542,000 of which goes for drug purchases alone. It is a vast market, serving 1,045,717 radio families, with more sets tuned to WGY than to all other stations in the area put together.
And WGY is the ONLY way you can combine this valuable region, the WGY Community, into ONE coverage area.
*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities, and villages over 5000.
WGY Gives You the Hudson Circle
VT.
N.H.
N.Y.
MASS.
CONN.
R.I.
NBC
SCHEONETTE ☆ G-E AIR CONDITIONED ☆
GENERAL ELECTRIC
WGY-15
WGY
50,000 watts—NBC—22 years of service
SCHENECTADY, N. Y.
REPRESENTED NATIONALLY BY NBC SPOT SALES

Looking Ahead?
Look at the
NORFOLK
Metropolitan
MARKET

As long as industry produces goods, and moves 'em, and as long as ships are built to carry 'em . . . the nation needs NORFOLK!

Norfolk, Portsmouth, Newport News — cash—heavy concentrations, half a million buyers—make up the Norfolk Metropolitan Market . . . the neatest package of metropolitan buying power you can find for proving postwar plans.

WTAR is the only station in this market with more listeners throughout the 8 a. m.-10 p. m. day than all other stations COMBINED.

WTAR
NORFOLK VIRGINIA
National Representatives: EDWARD PETRY & CO.

CANADA LISTENING IN SUMMER DROP

SETS IN USE have dropped 9.3 points to 32.6 for the leading evening network commercial, *Radio Theatre*, for Canada, according to the July national ratings report of Elliott-Haynes Ltd., Toronto. *Radio Theatre* leads with a 22.1 rating, coming up from third place. *Gracie Fields* rates second with 20.7 followed by *Words at War* with an 18.0 rating, followed by *Bing Crosby Music Hall, Treasure Trail* (Canadian origination), *Aldrich Family, Album of Familiar Music, Waltz Time, Big Town, Victory Parade* (Canadian origination), *Lum & Abner, Information Please, Green Hornet*, and *That Brewster Boy*.

Leading French-language evening network shows rate *Les Secrets du Dr. Morhanges*, at 25.5, followed by *French Radio Theatre, Le Cafe Concert, Le Capitaine Bravo*, and *La Course au Tresor*. Sets in use on French network programs show a drop of 7.4 to 39.3 for the leading program.

Daytime sets in use have not dropped as much, and leading daytime program has dropped 2.8 points to 17.2. This is the Canadian originating serial, *Soldier's Wife*, which has a rating of 13.8, and is followed for second place by *Big Sister*, with 13.2, *Road of Life, Ma Perkins, Vic & Sade, Pepper Young's Family, Lucy Linton, Right to Happiness* and *Woman of America*. Leading daytime French-language broadcasts show a drop of 11.3 in sets in use to 30.7, with *Jeunesse Doree* leading program with a 20.1 rating, followed by *Vie de Famille*, with a rating of 19.8 and *Quelles Nouvelles, Grande Soeur* and *La Rue Principale*.

S. K. ARNOTT has been appointed account executive for Ronalds Adv. Agency, Toronto. For the past two years, Mr. Arnott was head of his own public and industrial relations firm in Kitchener and previously was associated with Lord & Thomas, McConnell Eastman Ltd., and newspapers in Toronto and London.

55,530

What's your potential audience, when your message goes out over WWNC?
55,530* RADIO HOMES
(*CBS 6th Series Market Data)
are right in the primary and secondary listening area of

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

Fulltime CBC Head

(*Continued from page 22*)

of Locomotive Engineers, is considered too busy with labor union work to take on the post of salaried chairman.

The report reviewed the 25 meetings held by the Committee and dealt in detail with the progress of the CBC. The Committee recommended that the interest in the CBC of employes now overseas be protected and that men in the armed services, when they return to civil life, be given preference in employment in the CBC.

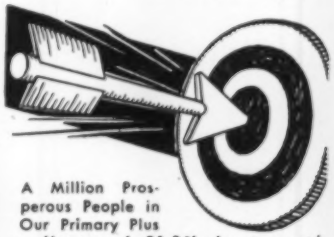
Fair News Reporting

After reviewing the CBC overseas news reporting, the Committee was of the opinion "that Canadian listeners are receiving a news service that is not surpassed in any other country, and that the news is given with accuracy and fairness". They also felt that the present arrangement for free time on networks to political parties is a fair arrangement and be given a year's trial after which it can be revised if necessary.

Insofar as CBC finances are concerned, the Committee was of the opinion that the surplus of $285,500 should not be used on specific capital expenditures as voted by the CBC board, but "should be devoted to improving programs and that capital expenditures should be provided from monies granted by parliament or by loans rather than taken from fees collected from (listeners) licenses and commercial earnings.

"Looking to the future of radio, much costly preliminary work and expenditure will have to be made to develop television, FM and facsimile. The CBC should keep up to date and be prepared to make effective any advances in modern radio. To meet this need the CBC should have appropriated by parliament to its use for these specific and other purposes sufficient monies to meet their needs, so that the general radio services to the country should be uniform."

Hooper proves
It's a Bull's-eye!



A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

SEATS NOW ON SALE

THEY HUNG THE

SIGN OUT ON THE COAST AND IN CHICAGO!

FOR NEW YORK SHOWING

ON WJZ

Galen Drake

and his double-barrel package!

"Sunrise Salute" 6 to 7 A.M.

AND

"Housewives' Protective League"

HALF-HOUR STARTING 1:45 P.M.

THE PACKAGE with a waiting list of sponsors in two of America's greatest markets, had its start July 31 in the World's Richest Market.

GALEN DRAKE

brings to WJZ one of the nation's most winning personalities and voices . . . a voice that breezes through an ad lib routine with the intimacy of an across-the-table companion.

SUNRISE SALUTE

is an hour of music and chatter with Galen Drake talking about anything from De Gaulle to troubles of tiny tots.

HOUSEWIVES' PROTECTIVE LEAGUE

isn't a typical service program. It's provocative and has the added salability of having products approved by a picked panel of housewives.

THIS COMBINATION PACKAGE

has a record of over 72% renewals in markets where Galen Drake has been on the air.

FOR COMPLETE DETAILS OF THIS TRIED AND TESTED PROGRAM, CALL WJZ OR BLUE SPOT SALES.

770 ON YOUR DIAL

WJZ

KEY STATION OF THE BLUE NETWORK

YOUR STRONGEST VOICE IN THE WORLD'S RICHEST MARKET

EXPERIMENTING with adaptation of radio programs for television, CBS has selected *Reveille Sweetheart, Missus Goes A-Shopping*, Arthur Godfrey, *Margaret Arlen* and *Sing Along* as possible material to be tried out on future telecasts on WCBW New York, network's video station.

ROBERT MAXWELL Associates, New York, has acquired radio rights to "Our Town", the Thornton Wilder drama. A five-weekly daytime program is being readied, with Maj. Wilder's sister, Isabel, and Johanna DeWitt as scriptwriters.

In Kansas City

the Swing is to WHB

GET "IN THE SWIM" in Kansas City by using WHB ... for RESULTS! Here's a station that's pulling its head off, in mail-pull and in sales for sponsors. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For program or announcement availabilities,

"phone DON DAVIS"

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

MONTHS: APRIL-MAY, 1944—KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 13,954

MORNING INDEX MONDAY THRU FRI. 8-12 A.M.	Station A	Station B	Station C	Station D	WHB	Station E
	8.0	9.9	26.7	15.6	32.5	6.4
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P.M.	Station A	Station B	Station C	Station D	WHB	Station E
	14.3	5.8	17.1	30.7	25.5	5.4

AAAA Issues New Book On Newspaper Statistics

AMERICAN Assn. of Advertising Agencies has issued volume 13-A of Market and Newspaper Statistics, dealing with the 65 cities in the U. S. and Canada of over 100,000 population in which newspapers were audited to Sept. 30 and Dec. 31. Included in the volume are latest figures on population, dwelling units, audited newspaper circulations, lineage, retail rates, general rates, and the differential between retail and general rates.

The studies aim to help space buyers determine the size and character of markets, cost of reaching these markets with newspapers, and the amount of circulation connected with inducements. Volume was compiled under the direction of the AAAA Committee on Newspapers, of which H. H. Kynett of the Aitkin-Kynett Co., Philadelphia, is chairman, and L. M. Malitz of Warwick & Legler Inc., New York, vice-chairman.

Admiral Promotes Three

ADMIRAL Corp., Chicago, has announced some changes in its executive personnel, according to Ross D. Siragusa, president. J. B. Huarisa, former vice-president and radio plant manager, was elected executive vice-president in charge of production and engineering for all divisions of the company; Irwin Mendels, former president of Radio Products Corp., Chicago, which was merged with Admiral, was elected chairman of the executive committee; R. A. Graver, former midwest manager of Admiral, was made vice-president in charge of the radio division. J. H. Clippinger, vice-president in charge of sales, will resign following termination of all war contracts. Health of his family requires their removal to a different locale, it was stated.

General Foods Series

GENERAL FOODS Corp., New York, last week signed a contract to sponsor *Those We Love* on 63 NBC stations, starting Oct. 8 at 2:30 p.m. for Sanka Coffee. The weekly half-hour dramatic program, which made its radio debut on NBC in 1938, is scripted by Agnes Ridgway. Contract is for 52 weeks. Agency is Young & Rubicam, New York.

WENY SHUT-IN AID

Quarantined Elmira Children Hear 'Playground' Show

TO HELP entertain children kept at home under voluntary quarantine because of a recent polio epidemic in up-state New York, WENY Elmira has established a program titled *Playground of the Air*, heard each weekday morning, 10:15-10:45, featuring Bill Pope, sportscaster, and Sally Edwards, women's editor, who reads stories in serial form. Program appeal is divided into two age brackets: 5-10 and 10-16 years. Elmira's recreational director also presents various ideas for home amusement on the broadcast.

According to Dale Taylor, WENY manager, the program has been popular since its inception both with restless, quarantined children and their harassed mothers, many of whom have phoned and written the station their thanks for introducing this form of entertainment.

With more than 150 cases of polio reported since June 20, one of the nation's most serious outbreaks of the disease is centered in Elmira. Spot announcements are used daily by WENY, warning parents to keep their young at home, away from other children during the epidemic. State and local health authorities are being interviewed on the air as a means of keeping the community informed as to the condition of the disease and its preventive measures.

Republic Starts

REPUBLIC RECORDING & Transcription Co., Chicago, an enterprise of Hilliard-Currie Music Publishing Co., 54 W. Randolph St., Chicago, licensed by the AFM on June 22, began operations last week. No executive officers have been announced. Bill Currie, Hilliard-Currie Co., and Jimmie Hilliard, West Coast sales promotion executive, will direct company's business. Republic will issue records under the name of Republic Recording, using name bands, and will provide a general library service to radio stations.

JOHN F. BLAIR Co., Chicago, station representatives, are representing WDSU New Orleans as of last month, according to Fred Weber, WDSU manager.

1480 Kilocycles — Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

Air-cooled tubes are responsible for important economies in installation and operating costs. Require much less space due to elimination of bulky water cooling equipment.
Surgeproof metal plate rectifiers, with practically unlimited life, are an important aid in maintaining uninterrupted service at low cost.
ANNUAL REPORT PROFIT AND LOSS STATEMENT STATION WIDU

CONSIDER *Low Operating Cost*

WHEN YOU SELECT A NEW TRANSMITTER

In selecting a new transmitter, naturally you will take a good, hard look at operating costs. They have an embarrassing way of turning up every month where they *have* to be considered.

Westinghouse Transmitters are designed to keep operating costs at a very low minimum. For example:

1. Air-Cooled Tubes—featured by Westinghouse, eliminate the expense of water cooling. Air which cools the tubes can be used to heat the building.
2. Metal Plate Rectifiers—also featured by Westinghouse, seldom require replacement. Their life is practically unlimited.
3. Conservative Operation of All Tubes—results in long life and low upkeep cost.
4. Class C Operation—of all radio frequencies provides higher efficiencies and lower power consumption than any other type of circuit.

These are only a few of the advantages Westinghouse Transmitters offer. Others include: ***Simplicity of Control, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.***

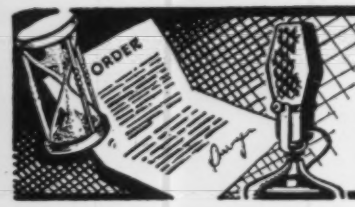
PLACE YOUR ORDER NOW
FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

J-08076

Westinghouse RADIO DIVISION
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

. . . A M • E L E C T R O N I C S • F M



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY Schenectady

Saratoga Assn. Improv. of Horses, New York (better breeding appeals), 25 *sa* weekly, 4 weeks, thru Leighton & Nelson, Schenectady.
Paul F. Beich, Chicago (Whiz candy), 3 *t* weekly, 52 weeks, thru Arthur Meyerhoff & Co., Chicago.
Benrus Watch Co., New York, 5 *sa* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.
Kellogg Co. Battle Creek, Mich. (40% Bran Flakes), 162 *t* series, thru Kenyon & Eckhardt, N. Y.
Wm. Wrigley Jr. Co., Chicago, *sa* series, thru Ruthrauff & Ryan, Chicago.
Spaulding Bakeries, Binghamton, N. Y., 7 *st* weekly, 27 weeks, direct.
Rex Research Corp., Toledo (Fly-tox), 3 *ta* weekly, 13 weeks, thru Miller Agency, Toledo.
Grove Labs, St. Louis (vitamins), 3 *ne* weekly, 52 weeks, thru Donahue & Coe, N. Y.
Studebaker Corp., South Bend, Ind., 3 *ne* weekly, 26 weeks, thru Roche, Williams & Cleary, Chicago.
Esquire Inc., Chicago (*Coronet*), *sa* series, thru Schwimmer & Scott, Chicago.
Gulf Oil Corp., Pittsburgh, (livestock spray), 6 *sa* weekly, 5 weeks, thru Young & Rubicam, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 2 *sa* weekly, 26 weeks, thru Compton Adv., N. Y.
Macfadden Publications, New York (*True Story*), *t* series, thru Raymond Spector Co., N.Y.
Wait & Bond Inc., Newark (Blackstone cigars), *sa* weekly, 52 weeks, thru BBDO, N. Y.

KFI Los Angeles

Kellogg Co., Battle Creek, Mich. (Raisin Bran), 4 *ta* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), *ta* weekly, 29 weeks, thru William Esty & Co., N. Y.

WAGA Atlanta

Southland Coffee Co., Atlanta (Bailey's Supreme Coffee), 5 *ne* weekly, 52 weeks thru Donahue & Coe, Atlanta.

KQW San Francisco

Cracker Jack Co., Chicago, *ne* weekly, 52 weeks, thru Rogers & Smith, Chicago.
National Lead Co., San Francisco (Dutch Boy paint), 2 *sa* weekly, 13 weeks, thru Erwin, Wasey & Co., San Francisco.
Ex-Lax Inc., New York, 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Lambert Pharmacal Co., St. Louis (Listerine tooth powder), 5 *ta* weekly, 26 weeks, thru Lambert & Feasley, N. Y.
West Coast Soap Co., San Francisco, 2 *sa* weekly, 13 weeks, thru Brisacher, Van Norden & Staff, San Francisco.
H. I. Davi Mfg. Co., Oakland (Miracle Foam), 3 *ne* weekly, 13 weeks, thru Jewell Adv., Oakland.
University Hydroponic Service, San Francisco (plant chemicals), *sp* weekly, 13 weeks, thru Gerth-Pacific Adv., San Francisco.
Langendorf United Bakeries, San Francisco (bread), 7 *sa* weekly, 13 weeks, thru Pacific Coast Adv., San Francisco.
San Francisco Life, San Francisco (magazine), *sp* weekly, 13 weeks, thru Royal Radio Productions, Oakland.
Ben Hur Coffee Co., San Francisco, 5 *sa* weekly, 13 weeks, thru Foote, Cone & Belding, San Francisco.
Macfadden Publications, New York (*True Story*), 3 *t* weekly, 13 weeks thru Raymond Spector, N. Y.
BC Remedy Co., New York (headache powder), 10 *t* weekly, 52 weeks, thru Harvey-Massengale Co., Atlanta.

KTSA San Antonio

Ragsdale's Food Co., San Antonio, 5 *sa* weekly, 44 weeks, thru Pitluk Adv. Co., San Antonio, Tex.
Lucchese Realty Co., San Antonio (real estate), *sa* weekly, 52 weeks, direct.
Ex-Lax Inc., Brooklyn, 4 *ta* weekly, 52 weeks, thru Joseph Katz Co., N. Y.
Standard Brands, New York (Blue Bonnet margarine), 4 *ta* weekly, 104 weeks, thru Ted Bates, N. Y.
Procter & Gamble Co., Cincinnati, O. (Oxydol), 3 *sa* weekly, 105 weeks thru Dancer-Fitzgerald-Sample, Chicago.
San Antonio Transit Co., San Antonio, *sa* weekly, 17 weeks, thru Aniol & Auld, San Antonio, Tex.

WENR Chicago

Morton Salt Co., Chicago, 5 *sa* weekly, thru Kenyon & Eckhardt, Chicago.
Nat'l. Chemical & Mfg. Co., Chicago (Luminal paint), 5 *sa* weekly, 13 weeks, thru J. R. Hamilton Adv. Agcy., Chicago.
Swift & Co., Chicago (Sunbrite cleanser), 3 *sa* weekly, thru Needham, Louis & Brorby, Chicago.
Esquire Inc., Chicago (*Coronet*), 10 *sa* weekly, thru Schwimmer & Scott, Chicago.
Paul G. Beich Co., Chicago (candy), *sa* weekly, 52 weeks, thru Arthur Meyerhoff & Co., Chicago.

WCOA Pensacola

Harvel Watch Co., New York, *t* weekly, 26 weeks, thru A. W. Lewin Co., Newark.
Plough Inc., Memphis (St. Joseph Aspirin & Mexsana), 10 *ta* weekly, 39 weeks, thru Lake-Spiro-Shurman, Memphis.
Dr. Pepper Bottling Co., Dallas, 3 *t* weekly, direct.
BC Remedy Co., Durham, N. C. (headache powders), 14 *ne, sa* weekly, 52 weeks, thru Harvey-Massengale Co., Durham, N. C.
U. S. Tobacco Co., New York (Rooster snuff), 15 *sa*, 26 weeks, thru Arthur Kudner Inc., N. Y.
Swift & Co., Chicago (Jewel shortening), 5 *sa* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Shuptrine Co., Savannah (Jetterine), 3 *ta*, 52 weeks, thru Harvey-Massengale Co., Atlanta.
Ex-Lax Inc., Brooklyn, 3 *ta* weekly, 26 weeks, thru Joseph Katz Co., N. Y.
Carter Products Inc., New York (Carter's Little Liver Pills), 5 *ta* weekly, 39 weeks, thru Ted Bates Inc., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 2 *ta* weekly, thru Newell-Emmett Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 15 *ta* weekly, 26 weeks, thru Wm. Esty & Co., N. Y.
Pepsi-Cola Bottling Co., Long Island City, N. Y., 12 *ta* weekly, 39 weeks, thru Newell-Emmett Co., N. Y.
Capital City Products Co., Columbus, O. (Dixie Margarine), 9 *ta* weekly, thru Merrill Kremer Inc., Memphis.
Bulova Watch Co., New York (watches & Clocks), 7 *sa* weekly, thru Biow Co., N. Y.
Burger Brewing Co., Cincinnati, 15 *ta* weekly, thru Midland Advertising, Cincinnati.
American Chemical Co., Birmingham (Hot-Foot Insecticide), 3 *ta* weekly, thru Cox Agency, Birmingham.
Periodical Publishers, New York (pulpwood cutting drive), 6 *sa* weekly, thru A. S. Noble, N. Y.

WOWO Fort Wayne, Ind.

Leaf Gum Co., Fort Wayne, *sa*, 13 weeks, thru Bozell & Jacobs, Chicago.
Omar Mills, Fort Wayne, 2 *sp* weekly, 39 weeks, thru MacFarland, Aveyard & Co., Chicago.
Berghoff Brewing Co., Fort Wayne, 6 *ne* weekly, thru L. W. Ramsey & Co., Chicago.
Spiegal Inc., Fort Wayne, *sa, sp*, thru J. L. Stewart, Chicago.

WNLC New London, Conn.

Diamond Ginger Ale Co., Waterbury, Conn., 15 *sa* weekly, 13 weeks, direct.
Jacob Ruppert Brewery, New York, 18 *t* weekly, thru Ruthrauff & Ryan, N. Y.

Proprietary Head Urges Better Copy

Dr. Cullen Calls for Modified Vitamin Air Commercials

AUTHENTIC copy in advertising, particularly radio commercials, based on a "careful study" of the effects of vitamins on the human system, must be written if the public is to accept vitamins for their real worth, Dr. Frederick J. Cullen, executive vice-president of the Proprietary Assn., said in the PA July 28 bulletin.

"Recently I have heard many say that they wonder what is wrong with the vitamin business," wrote Dr. Cullen. Pointing out that the radio announcer is apt to place an emphasis on certain words and phrases "so the public is led to believe they will derive greater benefit from the use of the vitamins than they actually have a right to expect," Dr. Cullen urged the Proprietary Assn. to give better supervision to its commercial copy .

Urges Modified Copy

"A person listening to a radio program," the bulletin said, "may be convinced that if he consumes a certain brand named vitamin . . . he will receive definite benefits. If, after consuming this product for a period of time he does not enjoy such benefits, is it not possible that he will consider this product not sufficiently potent?"

Dr. Cullen pointed out that "advertising copywritters are constantly objecting to putting modifying phrases in copy, but if the true story is to be told concerning the effects of the vitamins, the copy must necessarily contain many modifying phrases." He urged the association to give "careful consideration to the whole vitamin picture, evaluating the benefits that may be derived from consuming vitamins".

He declared that such a study should result in "representations in labeling and advertising which can be substantiated in court".

Advertising Psychology

A NEW BOOK, *Practical Psychology* [Macmillan Co., New York, $4] by F. K. Berrien, professor of psychology at Colgate U. contains two chapters of possible interest to radio advertisers and agencies. The chapters, "Consumer & Advertising Research," and "Advertising" have sections dealing with radio listener surveys, and optimum lengths for radio programs. The book is well annotated and should prove a helpful reference.

Farmers Union Plans

NATIONAL FARMERS Union Service Corp., New York, an organization of small farm operators, has appointed the Wallace Thorsen Organization as a public relations council. Working jointly with local farmer cooperatives, NFUS is planning a fall campaign to promote the interests of the farmer and the co-ops. Radio, newspapers and magazines will be used.

what makes a . . .

EXCLUSIVE

MOST AMUSING bird, the Penguin is EXCLUSIVE because it doesn't fly . . . and because of its great courage and "good-fisher" reputation. This below-the-equator resident will not hesitate to attack a man. Small, featherless, paddle-like fore limbs are used like oars in the water. On land, the bird assumes an upright position on short, stout hind legs.

FIRST to prove FM's Future in the Kansas City Area . . . K-O-Z-Y is EXCLUSIVE because its services are well past the blueprint stage, way over the hump of promise and available now for productive programming. Think of K-O-Z-Y in terms of immediate results, immediately expandable with postwar production. Remember, Kansas City is a KOZY Market! Write today for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

Col. Kintner Is Named Vice-President of Blue

LT. COL. ROBERT E. KINTNER has been elected a vice-president of the Blue Network, effective Sept. 15, to act in a supervisory capacity over general public service and public relations, Edward J. Noble, chairman of the board, announced last Friday.

Col. Kintner, in the service since July 28, 1941, was recently retired and will revert to inactive status before joining the Blue Network. He was previously co-author with Joseph Alsop of a nationally syndicated Washington news column. He was graduated from Swarthmore College in 1931 and before forming his association with Alsop was financial reporter and Washington correspondent of the *New York Herald Tribune*. In addition to writing a daily column, Alsop and Kintner were authors of numerous articles in national magazines and of several books, among which was *American White Paper*.

WTTM Ceremonies

CEREMONIES that commemorated the affiliation of WTTM Trenton, N. J. with NBC, were attended last Friday by William S. Hedges, NBC vice-president in charge of stations; Easton C. Woolley, assistant to Mr. Hedges; Sheldon B. Hickox Jr., manager of station relations; Elmore B. Lyford of the station relations department. Morgan Beatty, NBC Washington commentator, was the principal speaker. Guests included Trenton businessmen and officials of the city government.

YOURS ..FOR THE ASKING

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

Blue Campaign Setup

POLITICAL SALES department has been organized by the Blue Network in preparation for the fall Presidential campaigns with Gordon Vanderwarker, assistant sales service manager, as head. Supervising all activities relative to the sale of time on both network and local basis will be C. Nicholas Priaulx, vice-president in charge of finance, and Charles E. Rynd, treasurer. Mr. Vanderwarker was assistant manager of the NBC political sales department during the 1940 campaigns.

DEMOCRATS DRIVE HANDLED BY BIOW

APPOINTMENT of the Biow Co., New York, as advertising agency for the Democratic National Committee, for the Presidential campagin was announced last Friday by Paul A. Porter, publicity director. The Biow Co., which handles such accounts as Bulova Watch, Philip Morris cigarettes, portions of Procter & Gamble and Schenley, is one of the top agencies in radio placements.

Radio director of the Democratic Committee is J. Leonard Reinsch, managing director on leave of the James M. Cox stations, WSB Atlanta, WIOD Miami, and WHIO Dayton.

The Republican Committee has not yet named an agency, but its radio department is headed by Henry R. Turnbull, executive of Duane Jones, New York, and Wells (Ted) Church, prominently identified with commercial radio for the last decade.

The Republican Committee has announced that its biggest single item of expense will be for radio time. The Hatch Act places a limit of three million dollars on a Presidential campaign. It is presumed the Democrats also will spend the bulk of their funds on radio time and that the maximum of three million dollars will be employed.

'ARMY HOUR' HONORS AAF ON BIRTHDAY

SALUTING the Army Air Force on its 37th anniversary, the *Army Hour* on Aug. 6 presented Gen. H. H. Arnold, commanding general of the AAF, who called in his key air commanders around the globe. Interviews comprised a distance of 84,698 statute miles— or more than three times around the world at the equator—and included pickups from the European, China-Burma-India, Central Pacific, Southwest Pacific and Mediterranean theatres.

Speaking from Washington, Gen. Arnold not only received first-hand reports from Generals Kenney, Spaatz, Doolittle, Eaker, Brereton, Chennault, Douglas, but also reported to the American people as Commanding General of the 20th Air Force, which operates under the direction of the Joint Chiefs of Staff.

KTHT Houston, Texas and KLUF Galveston, on Sept. 1 become full-time MBS affiliates. Both stations operate with 250 w with KTHT on 1230 kc and KLUF on 1400 kc. KTHT is owned and operated by the Texas Star Broadcasting Co. and the latter station by KLUF Broadcasting Co., Galveston. This brings the total number of Mutual affiliates to 232 stations.

Mrs. Cooper, W. H. Smith Named to WJLS Posts

APPOINTMENTS of Mrs. Virginia Cooper as manager and of William H. Smith as commercial manager and program director of WJLS Beckley, W. Va., were announced last week by Joe L. Smith.

Mrs. Cooper

Mrs. Cooper, with the station for the last five years in various capacities, succeeds Herbert Kendrick, who resigned preparatory to embarking upon a station project with G. Lester Hash of Beckley [BROADCASTING, July 31]. She also serves as auditor of WJLS and WKWK Wheeling, in which Mr. Smith and his son, Capt. Joe L. Smith Jr., are identified.

The new commercial manager and program director—William H. Smith—was associated with Walker & Downing Advertising Agency of Pittsburgh prior to joining WJLS.

BULOVA SUBPENAED BY LEA COMMITTEE

UNDER SUBPENA to appear last Monday before the House Select Committee to Investigate the FCC, Arde Bulova, majority owner of WOV New York, and his attorney, Sanford Cohen, New York, are understood to have reported to John J. Sirica, Committee general counsel, but were told to hold themselves in readiness for future appearances.

It was learned that Committee investigators had planned to question Messrs. Bulova and Cohen in open session but because no Committee members were available, they were asked to return on call. Mr. Bulova is understood to have assured Mr. Sirica that a subpena was unnecessary, that he would gladly appear before the Committee at any time.

O'Dea Amends Suit

Among station transfers which the Committee is investigating and which will be aired when public hearings are resumed next month is that of WNEW New York from Wodaam Corp. to the Greater New York Corp. in October 1941, according to Chairman Clarence F. Lea (D-Cal.). Proposed transfer of WOV by Mr. Bulova and Maj. Harry D. Henschel to Murray and Myer Mester, now pending before the FCC, also may be viewed by the Committee.

Meanwhile, amended complaint asking $500,000 judgment and/or rescission of the Oct. 14, 1941, agreement transferring ownership of WNEW New York from Wodaam Corp. to Greater New York Corp. has been filed in the New York Supreme Court by Richard L. O'Dea, minority stockholder in Wodaam Corp., against Mr. Bulova, said to control both companies, and Milton Biow, advertising agency president, charging breach of contract. Original complaint, filed July 5, was found to contain certain minor inaccuracies, necessitating refiling.

KSTP Musicians Still Defy NWLB

Back to Work Order Referred To Padway by Petrillo

MUSICIANS at the Minneapolis studios of KSTP were still on strike late Friday, despite a request of the National War Labor Board to James C. Petrillo, president of the American Federation of Musicians, to order the men back to work.

Mr. Petrillo advised the Board Tuesday he had referred its request to his attorney, Joseph A. Padway, who would be in Washington on Friday. Mr. Padway conferred with the Board upon his arrival but the Board took no action.

Asks Union Take-Over

Earlier in the week, George Murk, president of Local 73, AFM, issued a statement asserting, "We are staying out of KSTP until a contract is signed with us or the President of the United States takes over the station".

A request that the President take over the union was made to the Board by Stanley Hubbard, KSTP president, who wired William H. Davis, chairman, on Monday, as follows:

Petrillo continues to defy WLB. George Murk, president of the Minneapolis Musicians Local 73, announced in morning papers union has no intention of complying with WLB directive that KSTP musicians be sent back to work, unless ordered to do so by President Roosevelt.

Minneapolis local operates like any other business with a president, vice-president, secretary and board of directors. Local also operates a bar, poolroom, and restaurant and is licensed by Minneapolis city council for such operations. Under circumstances, feel you should request the President to order these men back to work immediately and further request the President should also be requested to take over this union which is continuing to defy your orders.

In the meantime, the Board continued to hold up the report of the regional panel, which held hearings on the case, until the strike is ended.

AMERICAN Assn. of Advertising Agencies has announced election to membership of Kane Adv., Bloomington, Ill., and Mitchell-Faust Adv., Chicago.

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

WHAT WE'VE BEEN THROUGH!

1251200 TINNISWOOD. B. SGT.
ROYAL AIR FORCE.
P.R.(O) UNIT.
BNAF.
24/9/43.

DEAR SIRS. During a few quiet spare moments out here on the latest battle front, I thought that perhaps you would care to know the history of one of your model 8-K Recording Machines. Just what it has been through, just what it has done for thousands, perhaps millions of people all over the world, and just what it is doing at the present moment.

It was available in Cairo over two years ago, and the RAF purchased it for the Mobile Recording Unit for work on the front, recording everything and anything that would be interesting to the public of the world.

I am the engineer that has had the pleasure of operating this machine all this time, and being in the radio trade for fourteen years, should know when a set is well made or not.

It has travelled over 23,000 miles. Aproximatly 20,000 by road, track, or desert, in one of the hardest sprung trucks of the British Army. and 3,000 by air.

It has recorded bomb and shell explosion in slit trenches, covered with dust. Blown over on one occasion by blast.

Dropped on numerous occasions.

Has recorded in the air, and on sea rescue craft, with better results than expected.

2

Has travelled to:+ Amman Transjordan, to Tripoli, back to Cairo, back to Tripoli, on to Tunis, Bizerte, on to Algiers, back to Tunis, on to Sicily, all through Sicily, on to Italy. All this way by truck, recording, reecording, recording. Never once, through all this bumping, buffetting, and banging about, has it let our little party down. Never in my opinion, has any radio apparatus stood up so well, for so long in such conditions.

Recordings from this machine have been broadcast from the following countries. England; America; Canada; New Zealand; Australia; Sth Africa; Egypt; Palestine; Algeria. Perhaps presently, from Italy itself.

Please thank your engineers and assembly workers for such an efficient and trouble free recorder, and may you continue to put such products on the market.

If you care to acknowledge this letter please address to my home in England. 110 Cardinal Avenue, Morden Park, Morden, Surrey, GB.

Yours truly,

B R Tinniswood

To:+ The Managing Director,
Presto Recording Corp.
242 W. 55th St., New York; U.S.A.

Presto Recording Corporation, New York 19, N.Y., U.S.A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Walter P. Downs, Ltd. in Canada

WAVE DOESN'T PLAY TO WIN (Ky.)!

WAVE's signal probably doesn't reach the 200 or so miles to Win (Ky.)—but you're not missing much by our inability to cover this tiny town or any others like it, in these parts. Because WAVE *does* cover the whole Louisville Trading Area—a market of 1,336,000 people who have 57.5% of Kentucky's buying power, and spend 17.1% *more* in retail stores than the rest of the State *combined!* That's the Kentucky market you want—and WAVE delivers it at lowest cost!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Studio Notes

WOWO Ft. Wayne, Ind. feature heard Saturday evenings, *Hoosier Hop*, is now heard on the Blue Network with expanded format and time.

WCKY Cincinnati has started a Sunday night series of programs to stimulate donations to the Red Cross Blood Donors Service. Weekly half-hour show will include dramatizations from the home and war fronts.

WSYR Syracuse aided the local waste paper salvage drive with the slogan, "Save For Sunday", used after each station break. Studio announcers manned one of the 145 trucks, helped gather 818 tons of paper. Old scripts contributed to the tonnage.

DIGEST of *Woman's Place*, a program heard on the CBS series *Death Valley Days*, appears in the August issue of *The Woman*.

WCCO Minneapolis-St. Paul entertained 175 mayors of Minnesota and their wives at an outdoor barbeque in connection with the Minneapolis Aquatennial Celebration July 26.

WHIO Dayton helped pay tribute to civilian employes of Wright Field by carrying a program July 26 in which high ranking officers of the AAF participated. Ceremonies were part of a nation-wide program of the Materiel Command and other units to express appreciation to employes for their assistance in furthering the war effort. WHIO pickup was made with the magnetic wire recorder.

WCFL Chicago is now airing daily quarter-hour *London Newspaper*, shortwaved from London by Kevin O'Carroll, BBC commentator.

PROUDLY DISPLAYING his "growin' up" chart is Bill MacDonald, farm service editor of KFAB Lincoln, Neb., who has just celebrated his 18th birthday in commercial farm radio. Bill "Mac" started his radio career in 1926 with KFNF Shenandoah, Ia. He joined KFAB early in 1942 and last October was appointed farm service director. His department, known as *Your Neighbor*, works in cooperation with the many agricultural agencies in the KFAB area.

WIOD Miami, Fla. broadcast a report on the Breton Wood, N. H. World Monetary Conference by Dr. Luis Machado, head of the Cuban delegation of the conference.

WWSW Pittsburgh broadcast re-created game between the Boston Braves and the Pittsburgh Pirates on Aug. 1 to war veterans at Deshon General Hospital, Butler, Pa.

WCOV Montgomery, Ala. now presents a daily *Want-Ad Program* 6-6:15 p.m.

KROW Oakland, Cal., in three-way cooperative arrangement with the Red Cross and Standard Brands Inc. is presenting weekly quarter-hour program *Food For All*. Through sales and merchandising crews of Standard Brands Inc., window card display pieces are distributed to bakery and grocery outlets in San Francisco-Oakland area, with Red Cross similarly servicing banks and department stores.

KIRO Seattle took listeners back through 25 years with old recordings on a special program *By Transcription* to acquaint the public with the meaning of that phrase.

KQW San Francisco has set up a news display in the windows of the downtown office of the Union Pacific Railroad using a panoramic background of world battlefront maps, with photographs of CBS war correspondents at home and abroad. Display includes a bulletin board with late news flashes.

WRLC Toccoa, Ga. has added WBS transcription service, giving the station LW, NBC, WBS, KBS and BMI libraries.

AHP CORP. FORMS EXPORT COMPANIES

AMERICAN HOME Products Corp., in preparation for overseas postwar expansion for its pharmaceutical products, has formed two new companies to handle all its U. S. export business, according to an announcement last week by W. F. Silbersack, executive vice-president and general manager. The new organizations, which started operations Aug. 1 are under direct supervision of Donald C. Townley, vice-president in charge of AHP's foreign division. One company, Wyeth International Ltd. will export pharmaceuticals, biologicals, nutritional products and vitamins produced by Wyeth Inc. and other AHP subsidiaries. Robert C. Hodgman is president.

The other export company, Home Products International Ltd., of which Mr. Townley is president and Elliott Warburton vice-president, will handle export sales of the corporation's food, household, cosmetic and packaged drug products. Heretofore the overseas sales of AHP were carried on by the export division of the Kolynos Co., now a part of Home Products International, it was stated. Headquarters of both organizations are at 22 E. 40th Street, New York.

While no radio plans were mentioned, AHP's cultivation of foreign markets follows closely upon the recognition of the South American market by other pharmaceutical firms [BROADCASTING, March 6].

Seeks Montreal Outlet

J. ARTHUR DUPONT, Quebec regional commercial manager of Canadian Broadcasting Corp., Montreal, has applied for a 1 kw station on 800 kc for the Montreal area. It is understood that application has been approved by the CBC Board of Governors, and now awaits signature by Munitions and Supply Minister C. D. Howe, Canadian licensing authority.

NBC Names Two

WILLIAM ERVIN and Ira Skutch last week were appointed assistant managers of the NBC guest relations department. Mr. Ervin was formerly manager of NBC's Vanderbilt Theatre studio and Mr. Skutch previously was supervisor of setup operations and supervisor of studio and floor operations.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Network Accounts

All time Eastern Wartime unless indicated

New Business

MARYLAND PHARMACEUTICAL Co., Baltimore, on Sept. 23 starts *Bob Trout-News* on 19 CBS stations, Sat., 6:55-7 p.m. Agency: Joseph Katz Co., Baltimore.

GENERAL FOODS Corp., New York, (Sanka Coffee) on Oct. 8 for 5 weeks starts *Those We Love* on 63 NBC stations, Sun., 2-:30 p.m. Agency: Young & Rubicam, N. Y.

GILLETTE Safety Razor Co., Boston, on Sept. 8 for 52 weeks starts Friday night boxing broadcasts on full MBS net, Fri. 10 p.m. (repeat on 36 Don Lee Stations, 8 p.m. PWT). Agency: Maxon Inc., N. Y.

GENERAL FOODS Corp., New York, on Oct. 2 starts *Hop Harrigan* on 190 Blue stations, Mon. thru Fri., 4:45-5 p.m. (repeats for Central, Mountain and Western Time Zones). Agency: Young & Rubicam, New York.

FERRY-MORSE SEED Co., Detroit, on Aug. 4 for 52 weeks starts *Cabbages & Kings* on 16 Don Lee Cal. stations, adding 20 Don Lee Pacific stations on Jan. 5, Fri., 2-2:45 p.m. (PWT). Agency: MacManus, John & Adams, Detroit.

W. K. BUCKLEY, Toronto (cough syrup), on Sept. 27 to April 18 sponsors *Le Tourbillon de la Gaiety* on CKAC CHRC, Wed. 9:30-10 p.m. Agency: Harold Stanfield Ltd., Montreal.

WEST COAST SOAP Co., Oakland, Cal. (Powow cleanser), on Aug. 5 started for 52 weeks, *Opportunity Theatre* on 7 NBC Pacific stations, Sat., 11-11:30 a. m. (PWT). Agency: Brisacher, Van Norden & Staff, San Francisco.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser) on Aug. 7 starts *Tena and Tim* on 29 CBS stations, Mon. through Fri., 3:15-3:30 p.m. Agency: Grant Adv., Chicago.

Renewal Accounts

SOUTHERN SPRING Bed Co., Atlanta, on Aug. 31 for 13 weeks renews Robert St. John, newcaster, on 16 NBC stations, Tues., and 21 NBC stations, Thurs., 10:15-10:30 a.m. Agency: Tucker Wayne & Co., Atlanta.

LUMBERMENS Mutual Casualty Co., Chicago, on Aug. 27 for 5 weeks renews Upton Close, commentator, on 97 MBS stations, Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co., Chicago.

J. A. FOLGER & Co., San Francisco (coffee), on Aug. 11 for 52 weeks renews *Breakfast News* on 34 Don Lee Pacific stations, Mon., Wed., Fri., 7-7:15 a.m. (PWT) and on KVEC KHJ, 8:30-8:45 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywd.

CANADIAN MARCONI Co., Montreal (institutional), on Sept. 17 renews *L for Lanky*, adventures of a Lancaster bomber and crew, on 45 CBC stations, Sun. 7:30-8 p.m. Agency: Cockfield Brown & Co., Toronto.

Network Changes

ELECTRIC COMPANIES (160) on Sept. 20 replaces *Report to the Nation* on 132 CBS stations, Tues. 9:30-10 p.m. with *Electric Hour*. Agency: N. W. Ayer & Son, New York.

CBS RECORDING of 16 hours of D-Day broadcasts were presented to the National Archives. Reading letter of presentation from Paul W. Kesten, CBS executive vice president, to Dr. Solon J. Buck, Archivist of the United States, are (l to r): Earl H. Gammons, director of CBS Washington; Capt. John G. Bradley, chief, Archives division of motion pictures and sound recording; Dr. Buck.

CFPR Direct Lines

CFPR Prince Rupert, B. C., is now linked by land telephone lines of the Pacific Communications Services of the Canadian and U. S. armed services, with Canadian Broadcasting Corp. control at Vancouver, the CBC has announced. When the Alaska Highway was started the CBC leased the station to furnish entertainment and news to civilian and armed forces operating in the Pacific defense work. No landlines were in, and the station operated with recorded programs flown from Vancouver. Recently the armed services in the area asked for improvement in the service with relayed programs for morale purposes of the troops stationed in the area. Landlines are now being used at various times during the day for a total of five hours daily to relay CBC, NBC, CBS, Blue and MBS and other programs from Vancouver.

Neuwerths to Coast

O. J. NEUWERTH, production director of WBBM Chicago, and his wife, Grace, for 20 years secretary to Judith Waller, NBC central division director of public service, are leaving Chicago for Hollywood where Mr. Neuwerth will do radio directing. Mrs. Neuwerth will be affiliated with NBC Hollywood.

Blue Spot Sales Opens Coast Office for KECA

WITH acquisition of KECA Los Angeles as an owned and operated station of the Blue Network, national representation of the station has been taken over by Blue Spot Sales, which has opened an office in San Francisco, with Lewis Lacey, well known in California advertising circles, in charge. Blue Spot Sales also represents the network's other three O&O stations, WJZ New York, WENR Chicago, KGO San Francisco, as well as Washington and the Blue Pacific Coast Network.

Virtually every big Blue Network show originating in New York and Hollywood participated in welcoming KECA to the Blue in an hour-long program Saturday, Aug. 5 at midnight.

CBS Testing on KNX

SHOWCASTING for sponsor consideration and eventual release over CBS Pacific stations, group of half-hour programs under title, *Six For Tomorrow*, is being presented on successive weeks on KNX Hollywood. Under supervision of Gordon T. Hughes, CBS producer, initial broadcast on Aug. 2 was *The Couple Next Door*.

On Victory Committee

DONALD W. THORNBURGH, Pacific Coast vice-president of CBS; Sidney N. Strotz, NBC western division vice-president, and Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, have been appointed to the executive board of the Hollywood Victory Committee. Don E. Gillman, Blue western vice-president, is a member.

WCBM BLUE

A QUALITY STATION WITH MASS APPEAL IN A RICH MARKET

WCBM
BALTIMORE
The BLUE NETWORK Station

JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

83.9%
of WSAI's
contracts are
RENEWED
contracts!

WSAI
DIVISION OF THE CROSLEY CORPORATION
CINCINNATI 2, OHIO

for CANADIAN RADIO it's the

ELLIOTT-HAYNES RATING

Since 1940
A continuing Measurement of Canadian Radio Audiences in the 29 key Markets of Canada

ELLIOTT-HAYNES LIMITED
MONTREAL TORONTO

CIO Set to Invade Radio

(*Continued from page 12*)

$500,000, paid by the *Washington Post* for WINX, Washington local, it stated that a lower power FM station could be established at a cost of $15,000. Through such stations, CIO unions could carry on organization activities over the air and insure labor a chance to tell its story in times of employer-labor disputes and during strikes. The article criticized the NAB code as restricting labor union programs and, as does the *Handbook*, pointed out there are no FCC regulations banning such activities.

The *Radio Handbook* was designed as something more than a guide in using station time. It essays to define labor's rights to use the air and emphasizes the importance of radio as against the newspaper in reaching the people.

Air Belongs to People

In a foreword, Philip Murray, CIO president, expresses the belief that the coming years will be the most critical we have ever faced and that the people will need to be kept fully informed as to their political interests.

"In this task," he declared, "radio will inevitably play a very important part. It is, therefore, up to our labor leaders as well as all those interested in "freedom of the air" to acquaint themselves with their rights to radio time and how to assure that the radio is used as intended, namely, to serve the best interests of the people."

Pointing out that transmitters and studios belong to broadcasters but that "the air belongs to the people", the handbook explains the public responsibilities of stations as to educational and community activities. Where the union participates in such activities it is entitled to free time, the booklet asserts, adding:

"But you must supply the initiative and the follow-through. Your radio station will not come to you to offer you free time—but in many cases you'll find they won't close the door on you, either, when you go to them with practical suggestions on how your union can contribute worthwhile program material to their schedules."

As to paid time, the handbook explains that station policies requiring that written scripts be submitted in advance of broadcasts are to protect stations. However, it declares, some stations "may use this advance scrutiny . . . as an occasion for a censorship of ideas of which the station does not approve. . . . Don't accept such censorship. If you are forced to submit, send the script rejected by the station to the CIO Political Action Committee for further protest."

Code Is Attacked

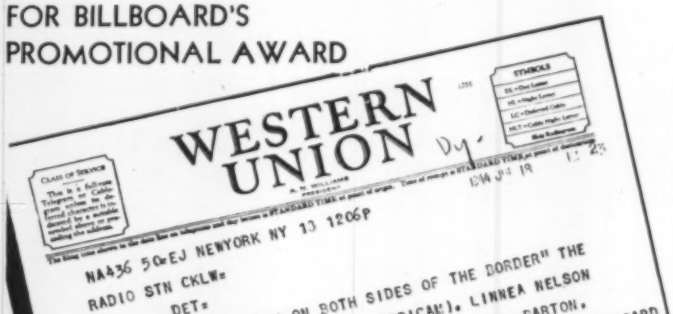
Whenever stations refuse to sell time to unions on the ground the program violates the NAB Code, the handbook declares: "The NAB Code is a *private document* put out by some broadcasters, and has no standing whatever in law or before the FCC; indeed, it may be seriously questioned under the anti-trust laws. This Code contains many provisions which violate the more fundamental rights of free speech, and in practice the Code has become a dead letter—except in the hands of a few stations which still drag it up as an excuse for denying labor a fair break on the air."

The handbook urges that unions demand equal time to reply to attacks upon labor and cites the time given Rep. Martin Dies (D-Tex.) to reply to Walter Winchell as a recognition on the part of the broadcasting industry of the right

"Maybe after the war I can sing over WFDF Flint?"

We Bow--With Thanks!

FOR BILLBOARD'S PROMOTIONAL AWARD



WESTERN UNION

NA436 50=EJ NEWYORK NY 13 1206P

RADIO STN CKLW=
DET=

"FOR PRIZE PROMOTION ON BOTH SIDES OF THE BORDER" THE JUDGES, CARLOS FRANCO (YOUNG & RUBICAM), LINNEA NELSON (J W THOMPSON), AND FRANK SILVERNAIL (BATTEN, BARTON, DURSTINE & OSBORNE) AWARDED CKLW A CITATION IN THE BILLBOARD SEVENTH ANNUAL RADIO STATION PROMOTION SURVEY. CKLW NATURALLY WAS IN A CLASS BY ITSELF=
LOU FRANKEL RADIO EDITOR.

The policy of constantly publicizing our station so as to benefit both the listener and the advertiser, has again paid off. We're proud to be known, through printed word and deed, as "Prime Promoters at the Border" in this great Detroit area.

Managing Director

J. H. McGillvra, Inc.
Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

of one side to reply to statements made by the other.

"The CIO Political Action Committee," it declares, "proposes to demand the right to reply with respect to nationwide network programs. *You can similarly demand it with respect to programs, whether local or national, broadcast over your local station* . . . A station which broadcasts one point of view and refuses to broadcast opposing points of view is in a peculiarly vulnerable position, and protests should be promptly filed and widely published."

Educational Committee

The handbook contains many suggestions for making labor programs interesting. "We should not overlook the fact that it is through entertainment that ideas are best sold in radio. We can learn a lesson from the successful commercial shows in that respect. Many labor programs in the past have been too tight-laced, too dull," it admonishes.

However, it points out, "the CIO Political Action Committee is not an entertainment committee. It is not selling anything. It is an educational organization to teach the people the importance of political action".

Then follows a list of suggested topics which includes "Labor's War Record", "Full Employment After the War", "GI Joe and CIO", "Why We Are for FDR", "The Negro in 1944" and "Labor Views the Peace." Material on any of these subjects is offered by the PAC which advises that it is planning to prepare a number of programs.

Following examples of station-breaks, spot announcements, and 5-minute skits dramatizing the purposes of the PAC, the handbook requests labor leaders to send to the PAC replies to a list of eight questions. Among these are:

Have you encountered any difficulty in placing your program on your station? (If so, tell us all about it).

Is there a listening council of the National Assn. of Broadcasters in your town? If so, is labor represented on it?

Do you have a regular schedule of labor broadcasts? If so, on what day? What hour? What station?

Paul White Wed

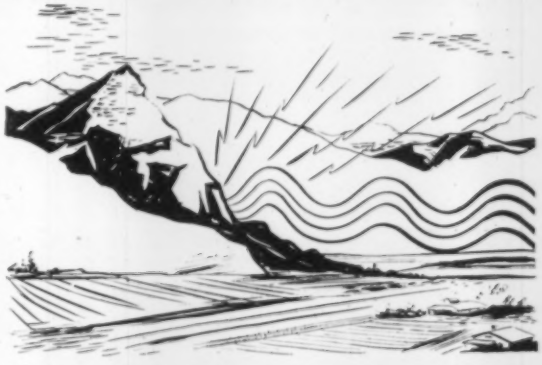
PAUL WHITE, director of news broadcasts for CBS, and Miss Margaret K. Miller, CBS scriptwriter, were married Aug. 5 in Washington. Marx Loeb, CBS producer-director, stood up with the couple, who are taking a brief honeymoon before returning to New York. Miss Miller, who joined CBS in 1940, is best known for her documentary programs, including *Report to the Nation and Dateline*, both of which are produced by Mr. White.

PHILCO Corp., Philadelphia, has been presented with its fourth Army-Navy "E" award for production excellence.

Connolly to Blue

JAMES H. CONNOLLY, former vice-president in charge of radio in the New York offices of the Branham Co., has been appointed stations contact representative of the Blue Network. A veteran of 18 years in the radio and agency field, Mr. Connolly studied marketing and advertising at the U. of Pennsylvania. He was associated with the Branham Co. for eight years and during the previous 10 years was with the media and radio departments of N. W. Ayer & Son in the Philadelphia and New York offices.

WMAQ Chicago has increased local and spot sales billings by 12.8% for the first six months of 1944 over the same period a year ago.



WE'VE HAD OUR OWN "RADAR" FOR YEARS

When our signals bounce off the nearest mountain walls that surround the rich agricultural valley region of California — we know we are reaching all our regular listeners — that we have done our job . . . for the *Beeline* brings this *great area radio reception they could not otherwise enjoy.

*Population 1,561,254–2½ billion annual retail sales.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

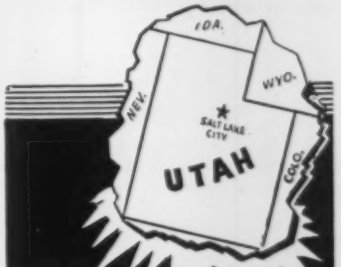
Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

in the CONTROL ROOM

E. BRUCE McEVOY Jr., released from the Army, has joined the eastern division of Sylvania Electric Products Inc., New York, as assistant to S. Raynor, radio tube equipment sales manager. Before entering the armed forces, Mr. McEvoy was on the sales staff of the North American Lamp Co., New York, and the Ken-Rad Incandescent Lamps Division, New York.

BILL ROBINSON, recording engineer of WIP Philadelphia, has developed special equipment for re-recording the paper records sent home by service men.

PFC. WILLIAM HUNTER, formerly on the engineering staff of WPAT Paterson, N. J., is now chief engineer of "Radio City", an American Expeditionary Force radio station in the South Pacific.

LYLE WAHLQUIST, chief engineer of KUTA Salt Lake City, is recuperating in Southern California following a two-week illness. LeRoy Yeates, transmitter engineer, has returned to the station following an operation. Wendell Bell, engineer, is recovering from a minor operation. New to the technical staff is Ed McCleary.

JOHN L. BEER has been added to the engineering staff of KLZ Denver.

WELDON W. SHOWS, a member of the engineering staff of WGST, the Georgia Tech station at Atlanta, has been awarded the Bachelor of Law degree.

ANNA COPPINGER, secretary to Walter Stiles Jr., chief engineer of WEEI Boston, on July 22 was married to Guido Dinozzi, electrical engineer at the Boston Navy Yard.

EDDIE LUTZ, USNR, former control room engineer of WFBL Syracuse, is the father of a girl.

LT. CARLTON R. SCHWARZ, former KYA San Francisco technician now serving with the Army Signal Corps in the South Pacific, is the father of a boy.

JOHN R. QUINN, formerly of shortwave station KGEI San Francisco, has joined KNX Hollywood.

Lt. Comdr. Elliott

LT. COMDR. Douglas A. Elliott, USNR, employed in the communications department of RCA before entering the Navy in 1942, died July 31 of a heart attack at the Naval Hospital in Brooklyn. Comdr. Elliott, a Princeton graduate, did post-graduate work at Columbia U. before joining the Electric Research Products Inc., a division of western Electric Co. His wife, two married daughters and a son survive.

Robert Peterson

ROBERT PETERSON, second lieutenant in the Army Air Corps and former chief studio engineer of KYSM Mankato, Minn., was killed in a plane crash near Eglin Field, Fla.

KINGDON TYLER, engineer of CBS New York construction department, has taken over supervisory duties in building the new OWI-CBS shortwave station at Delano, Cal. C. R. Jacobs, who supervised start of the project, returned to New York in late July.

JACK REITZEN, former sound technician of KFI Los Angeles, has joined KGFJ Los Angeles as announcer.

JOE B. EVANS, formerly with KFEL Denver, is now on the engineering staff of KGHF Pueblo, Colo.

ROBERT P. ADAMS, former sales engineer of Brown Instrument Co., Los Angeles, has joined KFWB Hollywood as technician.

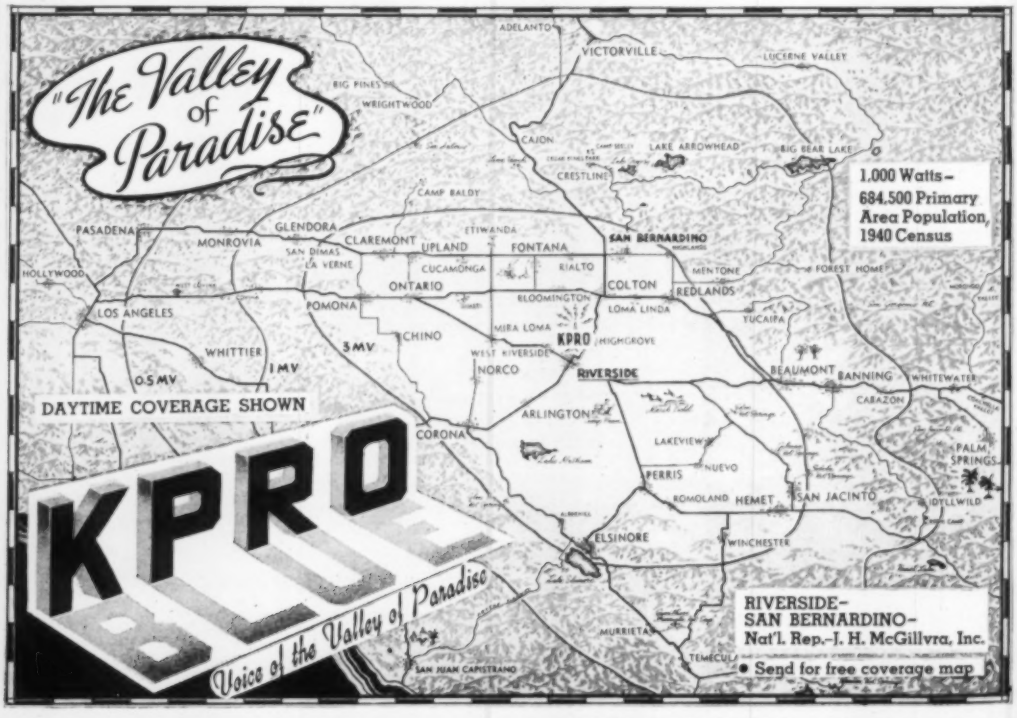
NEIL DAY, former studio technician of KFOX Long Beach, Cal., has shifted to KMPC Hollywood. Duncan Caldwell, formerly of KTRB Modesto, Cal., has also joined KMPC.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., received Army and Navy "E" awards on July 26. Engaged entirely on defense orders previous to Pearl Harbor, firm has since been devoted to mass production of microphones for the armed forces.

RADIO-FREQUENCY controlled electronic system to speed up the evaporation process in the production of penicillin solutions was described by Dr. George H. Brown, research engineer of RCA Labs., who developed the method, at a conference in New York. The evaporation process can now be completed in 30 minutes instead of the previous 24 hours. The equipment has been made available to the nation's penicillin producers.

TBA Meet Dec. 7-8

FIRST ANNUAL conference of the Television Broadcasters Assn. will be held in New York Dec. 7-8. O. B. Hanson, NBC vice-president and chief engineer, has been named chairman of the conference committee, and J. R. Poppele, secretary and chief engineer of WOR New York, will be conference coordinator. Will Baltin, secretary-treasurer of TBA, will handle press and public relations for the event, details of which will be announced later.



North American Philips Acquires Amperex Firm

ENTRY of North American Philips Co. into the U. S. radio equipment manufacturing field was announced last week when the European firm purchased Amperex Electronic Products, Brooklyn. The new subsidiary will continue business under the name of Amperex Electronic Corp. incorporated in Delaware.

Mr. Norris

Directors and officers of Amperex are Alexander Senauke, president; Nicholas Anton, vice-president in charge of manufacturing; and Samuel Norris, vice-president in charge of sales. Mr. Senauke and Mr. Anton formerly were owners of Amperex Electronic Products along with N. Goldman, who has retired because of ill health. There will be no changes in personnel, management or policies, but plans for expansion will be announced in the future.

Storm Hits WMFD

THE ELECTRICAL storm which swept along the North Carolina coast from Cape Hatteras last week forced WMFD Wilmington off the air from 6:12 p.m., Aug. 1 until 10 a.m. the following day, due to power failure. Station equipment suffered no damage, however. News dispatches were that several stations were silenced.

Inflation Warning

TO TELL graphically, quickly and pointedly why we should buy War Bonds, the W. E. Long Co., Chicago, is mailing a promotion piece in behalf of the War Bond Drive, titled "Buy War Bonds. Guard Against This". Below the boldface type is a 1923 German postage stamp, surcharged "2 millionen", with copy telling that in Germany 40,000 such stamps were needed to send a letter. "War Bonds stop inflation," continues the graphic warning of the agency letters.

Video Postwar Job Aid

HOW television can serve as a building block for postwar planning through creation of more jobs and a higher living standard was described by Walter L. Lawrence, field engineer of the RCA Service Co. at a luncheon meeting of the Camden N. J. Lions Club. Quoting Paul Hoffman, chairman of the Committee for Economic Development, Mr. Lawrence revealed that while the use of television increases the demand for goods and services by only 1%, the effective result would, in terms of 1940 figures, create 460,000 new jobs and that within a decade the 460,000 figure would multiply 10-fold, resulting in 4,600,000 jobs.

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

No joke, we are proud to report that North Dakota was back in first place, the first quarter of 1944, for percentage of business increase over the same period of 1943. Our increase was 32.5%, as against the national average of 22.4%. Business is booming, and WDAY advertisers are, as usual, getting even more than their share!

WDAY is the top station in the top section of the top State! That's not rhetoric—it's a fact that we can prove to your full satisfaction, if you'll just ask us (or Free & Peters)! How about it—now?

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

WHBQ
Likes
TIME BUYERS

and time buyers like WHBQ

Thanks
ROSS METZGER
NORM HEYNE
KEN STEWART
of **Ruthrauff and Ryan**
for placing business of
THE GOODALL CO.
on the station with the rising
Hooper

WHBQ

WE SELL NIGHT & DAY

DIXIE'S 24 hour station

Exclusive Memphis Station to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour

WHBQ

your MUTUAL friend

MEMPHIS, TENNESSEE

REPRESENTED BY RAMBEAU

DO "FARM STATIONS" REALLY KNOW THEIR FARMERS?

Judging by some of the programming we hear, some alleged "farm stations" know little more about farmers than this photograph suggests!

Here at KMA we do know farmers. So we don't play hot records for farmers, and we don't use announcers who use broad A's! If we did, our farmer-friends and their families wouldn't send us TWICE as much mail as they send to any other station in this area!

But they *do* send us *twice* as much mail, so it stands to reason that we are THE farm station around here. Hence we figure we give you about twice as good a crack at that average $7,672 annual income that our farmers earn.

KMA is the No. 1 Farm Station in the No. 1 Farm Market. If you've any doubt, write for a copy of the KMA "Complete Mail Study"—or ask Free & Peters!

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

Y & R Assumes Burden

(Continued from Page 9)

for war messages. NBC advised NAB last week that it does not desire to accept money for war programs but feels that stations are justified in claiming discrimination when Government funds are used for advertising in media other than radio.

Stations' Rights Recognized

Stating the position of NBC as a network and as the owner of six stations, Frank Mullen, NBC vice-president and general manager, stated in a letter to J. Harold Ryan, NAB president:

We do not desire to accept any paid advertising in behalf of Governmentment activities on the war effort since we prefer to handle all such campaigns either through sustaining programs or by allocation of announcements in leading commercial programs.

Although this is the position of NBC and its owned stations, we believe with equal firmness in the complete propriety of any station accepting such advertising. We simply prefer to handle it the other way.

Furthermore, we likewise believe that if at any time there is evidence of discrimination on the part of any advertiser, whether such an advertiser is financed by Government funds or by his own funds, that the NAB is exercising its proper function in protesting against such discrimination.

The situation with respect to the Blue is somewhat different from that of NBC in that the former exercises only limited authority over its owned stations, leaving discretion over such matters as WAC advertising to the individual station manager. John McNeill, manager of WJZ New York, told BROADCASTING that WJZ will continue to devote what it believes is a fair share of time to WAC recruiting. However, he pointed out, should the WAC want more time than it has been receiving the station will be glad to sell such time. He added that NAB is fully justified in fighting for radio's share when Government money is being spent for advertising.

OWI Stands Firm

As to the network programs, Blue executives indicated they would state their position when Government advertising is offered.

CBS policy on acceptance of Government advertising is generally similar to that of NBC. Mutual has not yet stated its position to NAB. The network owns no stations.

Meanwhile, the OWI Domestic Radio Bureau stated it was standing firm on its decision to withhold WAC recruitment allocations as long as radio is left out of the WAC advertising program.

John D. Hymes, deputy chief of the Bureau, said he has received numerous letters from stations, regional offices and regional consultants, reflecting the sentiment of hundreds of stations, which support the OWI stand 100%. "We have not received one complaint", he said.

Two New Programs For Bristol-Myers

Executive Reaffirms Faith In Radio as Good Medium

BRISTOL-MYERS Co., a consistent user of radio since its inception as an advertising medium, will move near the top in leadership this fall with five half-hour evening network shows, three on NBC and two on the Blue Network, it was announced last week.

Effective Sept. 15 Ed Gardner's *Duffy's Tavern*, formerly on the Blue, will be switched to the 8:30-9 p.m. Friday spot on NBC. The Eddie Cantor *Time to Smile* show will return to its regular 9-9:30 p.m. place Wednesdays on NBC, followed on the same network by *Mr. District Attorney*, 9:30-10 p.m.

Two new Bristol-Myers programs will appear on the Blue, 8-9 p.m. Tuesdays, the *Allan Young Show*, currently aired as a summer replacement for the Cantor program Wednesday night on NBC, and second show, as yet unnamed, to follow on the same evening. Lee H. Bristol, vice-president of Bristol-Myers said: "We are, of course, firm believers in the efficacy of radio as an advertising medium for our products, and have been on the air constantly since the days of the *Ipana Troubadors* in 1925 and we value the franchises we have built up. We shall use the radio to advertise Sal Hepatica, Ipana, Trushay, Vitalis, Mum, Minit-Rub and Ingram's Shaving cream."

Mr Bristol explained that his firm has no intention of dropping other media, but will continue to use magazines, newspapers, trade papers along with radio.

Young & Rubicam handles *Duffy's Tavern*, replaced during the summer by *Nitwit Court* on the Blue; the Eddie Cantor *Time to Smile* show, and the *Allan Young Show*.

It is understood that *The Parker Family*, heard on the Blue Fridays, 8:15-8:30 p.m., may be discontinued in November. Doherty, Clifford & Shenfield handles *The Parker Family* and *Mr. District Attorney*.

Increased Tune In

A recent survey by Pulse of New York shows that listeners *turn on their radio sets especially* to hear WLIB's programs; and, WLIB *does not share* its daytime audience, in any appreciable degree, with any other New York station.

Pulse found that 65% of WLIB's audience *did not listen to any other station for the quarter hour preceding* the time they tuned in WLIB; Pulse also found that 62% of WLIB's audience *did not listen to any other station for the quarter hour following* the period spent hearing WLIB's programs.

Thus, WLIB has increased the tune-in in New York City!

WLIB's programs have created a non-duplicated market served consistently only by this station.

WLIB

"THE VOICE OF LIBERTY"

Clear Channel - 1190 on your dial

RKO BUILDING - RADIO CITY - NEW YORK

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc CBS

Spartanburg, S. C.

Represented by Hollingbery

Y & R Statement

(Continued from Page 9)

diately to clarify our understanding of radio industry policy and to describe the basis upon which our selection of media had been made and our hopes for special cooperation. He proposed to come to Washington for consultation on June 27.

Mr. Avery found it impossible to consult on June 27. He did not find it possible to meet with us until July 7 in New York.

On July 7 he was given an opportunity to present his position fully to key executives connected with the WAC account. He confessed that he did not know how many stations would accept Government advertising. At our request, Mr. Avery agreed to canvass his membership and clarify the policy of the industry on that point.

During the next two weeks we queried Mr. Avery twice on this matter, but despite our inquiries he did not send his inquiry to the broadcasters until July 20, a full month after his public letter to Young & Rubicam.

It should be reiterated that the need for the recruitment of WACS was urgent, that it was desirable to get WAC advertising before the public as quickly as possible. This statement is being prepared on the third day of August. Three newspaper advertisements have already appeared. Although the NAB has released some information to the trade press, it has given us no information whatsoever to date as to the number of its member stations which will or will not accept paid Government advertising.

Our own independent inquiry indicates that some radio stations will accept paid Government advertising and some will not. Public statements which have been made recently also reveal that there is a difference of opinion within the industry as to what policy should be. We hope that these differences can be speedily resolved and a unified industry policy declared.

Never at any time has Young & Rubicam left radio out of its calculations on the WAC campaign or on any other account which it serves. The radio industry knows this. Not until Young & Rubicam is informed that the radio industry has changed its policy and what coverage it can provide on a paid basis are we in a position to determine what percentage of the appropriation should be spent in radio.

Meanwhile we are prepared to act immediately whenever efficient coverage can be purchased.

Mr. Avery requested that the entire WAC appropriation be devoted to radio. We question Mr. Avery's ability to exercise sound and unprejudiced judgment as to the expenditure of any advertising appropriation.

Until a policy decision is reached by the radio industry—a decision that will enable us to evaluate the time and coverage available—we are unable to judge what portion of the WAC advertising appropriation might wisely be invested in radio.

It has been our policy to select media according to our judgment as to what is the best investment for our clients. We propose to continue to operate this way. In conclusion, it should be clear that the War Dept. has relied completely on our professional judgment. The media plan we recommended early in June for the first stages of the campaign was entirely our own, prepared on our responsibility. The War Dept. accepted our recommendations.

We have proceeded on the assumption that Congress made this appropriation because it believed that WACS were important to the war effort.

Our own close association with the War Dept. during the past 15 months has convinced us of the vital contribution the WAC is making to final victory. Furthermore, it is our belief that the campaign to enlist more WACs deserves the support of all media.

It is with regret that we have seen some discussion in the trade press which suggests that broadcasters might withdraw their contributions to the WAC campaign until the issue is resolved.

As we see it, the issue must be resolved by the industry itself. Pending decision by the industry we do not believe broadcasters will stop working for the WAC.

There can be no letup, no work stoppages in any part of the war effort. Based on the splendid record of the radio industry to date in the war effort we believe there will be none by broadcasters.

RCA Victor Spots

RADIO CORP. of America, RCA Victor Division, Camden, N. J. will start in September a series of 30-second and 1-minute live announcements on 32 stations throughout the country, introducing newly-signed Victor recording artists. Announcements also will be used on RCA's *Music You Want* program, carried by 51 local stations five times weekly. Most of the artists have been featured on RCA's Saturday Night Blue Network program, *Music America Loves Best*. Campaign will run through October. Agency is J. Walter Thompson Co.

CERTIFICATES of merit have been awarded *The National Radio Pulpit* and *The Catholic Hour*, two of NBC's religious programs, by the National Federation of Press Women.

NAB READIES PLAN FOR MEASUREMENT

A SMASH presentation on coverage measurement with illustrated slides is being prepared for the NAB War Conference in Chicago Aug. 28-31 by the NAB Research Committee, it was announced last week following two days of meetings in New York.

The full Research Committee of which Hugh Feltis, KFAB Lincoln-Omaha, is chairman, met Tuesday at the Waldorf-Astoria, New York, to receive a progress report of its technical subcommittee on the study of station coverage methods. On Wednesday the Research Committee met with the NAB Board subcommittee and the Sales Managers' Executive Committee to submit its progress report on the station coverage measurement project. On the board subcommittee are: Frank King, WMBR Jacksonville, chairman, Harry R. Spence, KXRO Aberdeen, Wash., and Hugh A. L. Halff, WOAI San Antonio.

Following are members of the standing committee:

Research—Mr. Feltis; Roger W. Clipp, WFIL Philadelphia; John Churchill, CBS, New York, Edward F. Evans, WJZ New York; G. Bennett Larson, WWDC Washington; Barry T. Rumple, NBC, New York, Frank N. Stanton, CBS, New York; Jack Williams, WAYX Waycross, Ga; Richard Puff, guest, MBS New York; G. W. Vernon, guest NBC, Chicago; J. Harold Ryan, NAB, Washington; Paul F. Peter, NAB Secretary; and Helen H. Schaefer, assistant to research director, NAB, Washington.

Wichita KFH

You, too, can reap a harvest in booming Wichita . . . and that ain't hay! Unprecedented spending money is pouring from these rich farm lands . . . and from Wichita's fabulously booming aviation industries. With the second largest population increase in the country and the per capita dollar value of its war contracts in *first place*, Wichita is in the money! Already, this center of industry and agriculture is laying tangible plans for peacetime expansion. Today's booming industry, with its backlog of agricultural and oil resources, is *here to stay!*

Given D. Gillett Computed Field Strength Distribution Based on Performance and Pressure Survey Measurements—5000 Watts Day and Night—October 1943

For record breaking sales now and greater sales in the future . . . stick to that selling station in Kansas' richest market—

KFH
WICHITA

CBS • 5000 WATTS DAY & NITE • CALL ANY PETRY OFFICE

Sell the Booming Hard Coal Region!

WAZL
Hazleton, Pa.
NBC Mutual

PACIFIC COAST PROGRAM NOTES

Five are startling news—to say the least!—and definitely something to shout about!

The BLUE has not one . . . not two . . . not three or four, but FIVE fifteen minute periods available in one of the hottest strips of the morning—10:15 to 10:30, Monday through Friday.

A glance at the above chart shows this strip surrounded by programs sponsored by some of the nations biggest and smartest radio buyers.

"Glamour Manor"... if you know your radio, 'nough said. "Breakfast at Sardi's"... you can't say enough ... this tremendous show is the top ranking morning show of the nation.* The "Kellogg News" has a consistently high Hooper rating!

RIGHT HERE is where you come in—just before "My True Story"—a Libby, McNeil & Libby salesman par excellence. So don't waste any time. Among the good times still available, this morning strip is really sparking.

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

** June 1944 Hooper National Report*

PACIFIC BLUE NETWORK

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!
WIBW The Voice of Kansas in TOPEKA

WGAR LOCAL WARTIME COVERAGE

Work of Cleveland Station's Accredited War Correspondent in ETO Described

By CARL GEORGE
Director of Operations, WGAR

WITH the arrival of WGAR Program Director Dave Baylor in London at the end of June and the beginning of his regular overseas broadcasts a week later, WGAR's own shortwave schedule now totals 11 broadcasts weekly in addition to the regular CBS shortwave features.

Mr. George

By special arrangement with BBC, through Rhoda Magid in New York and Ernest Davis in London, WGAR now carries daily news summaries by the BBC commentator, J. B. McGeachy, picked up in Cleveland and re-broadcast as part of Bob Kelley's 5:30 p. m. news summary, Mrs. Alice Collins every Monday evening interviewing a Cleveland soldier. and the BBC weekly feature, *London Column*, every Saturday night.

Baylor Accredited

Mr. Baylor has been assigned under the recently announced War Department accreditation plan, to cover "local" news from the ETO. This plan, whereby as many as 12 independent broadcasters can have their own representatives in war theatres at one time, bore fruit for Cleveland listeners who have been looking forward to hearing the voices of their own sons, husbands and sweethearts for many months. WGAR is currently broadcasting four to six interviews and reports each week.

Fifteen months ago, Cleveland's mayor, Frank J. Lausche, was invited by OWI to tour the British Isles to talk to Britons about wartime problems facing a typical American city. At that time John F. Patt, WGAR vice-president and general manager, had been cleared by the proper Government departments to accompany the mayor and report back the day to day activities of Cleveland's chief executive. Even before then, WGAR had been interested in sending its own correspondent overseas to report the news of Cleveland men in action. At no time did we consider trying to duplicate what the networks or wire services were doing.

News of Local GIs

The only way Cleveland listeners could get regular news of what their own men were doing was for a local station to use its facilities to get this news for them. Month after month of inquiry and discussion resulted in the final clearance of Mr. Baylor for his overseas assignment. His job was to search out Cleveland men and either bring them to the microphone or bring news of them back to their families via WGAR's regular broadcasts from BBC. It all happened very quickly. The call from the War Dept. came on Monday and before the end of the week Dave Baylor was in London setting up his broadcasts.

Arrangements have just been completed to bring Cleveland listeners occasional broadcasts from Australia. Working with the Australian News and Information Bureau, WGAR expects to bring listeners the news of Cleveland men stationed "down under" on a regular schedule. We also have regular broadcasts featuring letters from Cleveland Red Cross workers in India, Hawaii, North Africa, China and South America. Army PROs supply transcriptions made by Cleveland men at various Army posts. Localized programs from the Mediterranean Theatre will soon be added to the schedule.

No one, as yet, has said to us, "Is it worth all the time and effort to get a couple of hours of programs a week?"

Well Worthwhile

All families are notified in advance of their sons' and husbands' interviews. After a recent broadcast, during which a Cleveland flyer had been interviewed by Mr. Baylor from London, the flyer's mother called us at the station. She hadn't received a letter in more than three weeks, but she had heard her son's voice for the first time in two years—had just heard him say: "Hello, Mom, I'm okay!"

The mother apologized for not being able to come in personally to express her thanks. There were tears of joy in her voice as she said from her sick bed, "God bless you!"

There's when you suddenly realize that the most radio can do for the families of our servicemen will never be quite enough.

Lester E. Swinehart

SERVICES were conducted in Philadelphia last Tuesday for Lester Emmett Swinehart, 49, Bryn Mawr, Pa., executive of Lewis & Gilman, Philadelphia, who died following a heart attack. He began his career in 1911 as a messenger with Lord & Thomas, Chicago, and rose to production manager in charge of copy, art and printing. Resigning in 1917 to enter the Army, Mr. Swinehart rose from the ranks to second lieutenant. After the war he returned to Chicago as manager of the production department, Henri, Hurst & McDonald, and subsequently became vice-president. He joined N. W. Ayer & Son, Philadelphia, in 1929, remaining until 1943, when he became affiliated with Lewis & Gilman. Mr. Swinehart leaves his wife, a daughter and his father.

Herbert Edman

HERBERT EDMAN, WTAG Worcester announcer for two years, died at his home July 26, after an illness of several months. Prior to joining WTAG he was program director of WMAS Springfield, Mass. Mr. Edman is survived by his widow and a 3-year-old son, Bruce.

WHAM
"Your Western New York Salesman"
ROCHESTER, N. Y.
50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the
NATIONAL BROADCASTING CO.
National Sales Representative:
GEORGE P. HOLLINGBERY CO.
The Stromberg-Carlson Station

Catholic War Veterans Hint at Radio 'Legion of Decency' in Letter to Fly

POSSIBILITY of the formation of a "Radio Legion of Decency" is hinted in a letter written July 29 to FCC Chairman James Lawrence Fly by Edward T. McCaffrey, national commander of the Catholic War Veterans. As presently organized, Legion of Decency ranks motion pictures as unobjectionable or objectionable for viewing by Catholics, and since its inception in 1934 has confined its activities to the motion picture field.

Letter repeats the organization's charges of an "unAmerican and undemocratic policy of Station WMCA in New York City", originally made in a telegram sent the Commission July 12, following WMCA's deletion of portions of an address delivered July 7 by State Sen. Frederick R. Coudert, New York Republican leader, before the New York County American Legion convention and broadcast by WMCA [BROADCASTING, July 17]. The letter declares: "The matter involved in our protest is one which we sincerely feel comes under the legal obligations of the FCC to investigate and take action".

Fly Suggestion 'Irrelevant'

In response to Chairman Fly's suggestion that the Catholic War Veterans file a petition requesting the FCC to review WMCA's program policies [BROADCASTING, July 24], Mr. McCaffrey stated: "Your suggestion that material be submitted to substantiate the charges, together with a formal complaint for investigation and, further, that a request for rebuttal time had been made and declined is entirely irrelevant to the matter at hand."

Going on record as opposing all censorship except that involving "the safety and security of our armed forces", which he stated would not have been "jeopardized by the expurgated remarks which Sen. Coudert had prepared for the American Legion gathering", the letter continued:

WMCA Criticized

"The Catholic War Veterans do not seek rebuttal time because we believe that such an arrangement is a mere sop to encourage the continuance of the vilification of a large number of our American citizenry and their religious belief. We are very well aware of the inadequacy of an attempted rebuttal since those who listen to an objectional broadcast are rarely the same audience available for a rebuttal.

"The arbitrary action of the management of WMCA certainly indicated an unAmerican and undemocratic attitude on the part of that management and we are unable to discount the suspicion that this station is being extended the protection of form letter technicalities. We are certain the FCC can obtain further data by direct investigation of the files and records of this station and we again urge that because of their attitude and policy immediate steps should be initiated to investigate and correct those abuses indulged in or permitted by Station WMCA."

Declaring that "the Catholic War Veterans do not seek to censor or otherwise curtail free speech" and protesting "against the exercise of such totalitarian prerogatives by the radio station in question," the letter stated: "The burning of books in Germany and the attacks on Catholics, Jews and Protestants permitted and encouraged by the German Government were the forerunners of the sorry state in which the world finds itself today. We do not relish anti-Catholic, or anti-Jewish or anti-Protestant tirades, but we are willing to suffer for the great principle of freedom of speech.

"We reserve the right, however, to make public protest in the hope that the common decencies of good taste and a sincere interest in our national unity and welfare on the part of all radio stations will avoid the necessity of calling into being a Radio Legion of Decency."

Present Legion of Decency is concerned solely with motion pictures, which it previews and classifies according to standards of morality and the rules of the Catholic Church, a spokesman in the Legion's New York office explained. Previewing is done by the women's group of the International Federation of Catholic Alumni, appointed by the Bishops' Committee at the time the Legion was organized in 1934.

Pictures are classified as A1, unobjectionable for general patronage; A2, unobjectionable for adults; B, objectionable in part, such as showing divorce and remarriage, suicide, or otherwise conflicting with the tenets of the Church or the motion picture code; C, condemned. Occasionally a picture will be separately classified, it was said, such as "Birth of a Baby," which the Legion did not consider entertaining or suitable for exhibition at theatres.

Legion publishes a weekly list of picture classifications and also an annual booklet, which are sent to subscribers and to churches throughout the country for the guidance of their members in selecting motion pictures to see or to avoid.

Dunhill Telecast

FOR ALFRED DUNHILL of London, retail tobacconist with U. S. offices in New York, the Charles M. Storm Co., New York agency, put on a television program *Air Raid*, dramatizing authentic stories of the London Blitz, with a set representing Picadilly Circus. Other companies assigning the Storm agency to stage experimental telecasts include Esquire Inc., and Guide Magazines (Official Detective Story Magazine), both of Chicago.

OWI PACKET, WEEK AUG. 28

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 28. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Don't Travel	X	--	--	--	--	--	--
Hold Prices Down	X	--	--	--	--	X	X
Women War Workers	X	--	--	--	--	--	--
Nutrition	--	X	X	X	X	--	--
War Bonds	--	X	X	X	X	--	--
New Car Pooling Regulations	--	--	X	--	X	--	--
Christmas Mail	--	--	--	--	--	X	--

See OWI Schedule of War Messages 123 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Send a V-MAIL today
Keep up morale

Home front news is vital on the fighting front. Write a fighting man today.

Hotel Mayfair
SAINT LOUIS
Air-conditioned Noiseproofed

Dominating its Community in Public Service!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, National Representatives

If you buy or plan advertising for Iowa, you need
THE 1943 IOWA RADIO AUDIENCE SURVEY
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to
CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

WITH
REX DAVIS
4 TIMES DAILY

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 29 TO AUGUST 4 INCLUSIVE

Decisions . . .

JULY 29

WOWO Fort Wayne, Ind.—Granted extension of license to Sept. 30, pending determination of application of WGL for assignment to Farnsworth Television & Radio Corp.

WDEL-WILM Wilmington, Del.—Granted extension of licenses to Sept. 30 pending determination of application for transfer WILM to John F. Steinman and Alfred G. Hill.

JULY 31

WFLA Tampa, Fla.—Granted mod. CP authorizing change 5 kw D 1 kw N to 5 kw DN and changes in DA-N, for extension completion date from 8-1-44 to 9-15-44.

WMFM Milwaukee—Placed in pending file application for CP change 45,500 kc to 43,900 kc and 8,500 sq. mi. to 17,929 sq. mi.

Cincinnati Broadcasting Co., Cincinnati—Placed in pending file application for new FM station.

Oregonian Publshing Co., Portland, Ore.—Same.

Albuquerque Broadcasting Co., Albuquerque, N. M.—Placed in pending file application for new commercial television station.

KLZ Denver—Same.

Pulitzer Pub. Co., St. Louis—Same.

WGAR Cleveland—Same.

WKY Oklahoma City—Same.

Jos. M. Zamoiski Co., Baltimore—Same.

AUGUST 1

WSIX Nashville, Tenn.—Granted vol. assgn. license from WSIX Inc. to Jack M. Draughon and Louis R. Draughon d/b WSIX Broadcasting Co. No money involved.

WBTH Williamson, W. Va.—Granted transfer control from George W. Tayor, William P. Booker and William B. Hogg to Lewis Clark Tierney and Helen Scott Tierney for $26,000.

Nashville Broadcasting Co., Nashville, Tenn.; Nashville Radio Corp., Nashville, Tenn.; Murfreesboro Broadcasting Corp., Murfreesboro, Tenn.; Tennessee Broadcasters, Nashville, Tenn.; J. W. Birdwell, Nashville, Tenn.—Granted petitions of Nashville Broadcasting Co. and Nashville Radio Corp. for reinstatement of applications for CP new station; granted petition of Murfreesboro Broadcasting Co. for reinstatement of application for CP new station; designated said applications for consolidated hearing with applications of Tennessee Broadcasters and J. W. Birdwell for new station.

WJJD Chicago—Granted license renewal.

WIND Gary, Ind.—Granted license renewal for main and auxiliary transmitters.

Marietta Broadcasting Co., Marietta, Ga.—Designated for consolidated hearing application for new station with application of Chattahoochee Broadcasters for new station, and WBLJ for make party to proceedings.

WMT Cedar Rapids, Ia.—Adopted order denying petition for rehearing directed against action of FCC June 14 granting application of KSJB for mod. CP.

KJAN Monroe, Ia.—Adopted order granting petition reconsideration and grant without further hearing application for new station and mod. CP, conditions.

WTEL Philadelphia—Granted new CP for 30 days.

Gus Zaharis, South Charleston, W. Va.—Granted CP new experimental television station, Channel 1, 200 w aural 110 w visual.

Jamaica Radio-Television Co., Long Island, N. Y.—Granted CP new experimental television station, Channel 13, 400 w aural 100 w visual.

WMFM Milwaukee—Granted CP new developmental station to operate as experimental satellite, 45,500 kc 100 w, conditions.

AUGUST 2

WGBG Greensboro, N. C.—Granted petition for leave to dismiss without prejudice application for CP operate on 850 kc with 250 w N 1 kw D, from LS to SS Denver.

WRUF Gainesville, Fla.—Dismissed petition for leave to intervene re above.

KMLB Monroe, La.—Granted in part motion for postponement of hearing; continued for 30 days.

KFAB Lincoln, Neb.; WBT Charlotte, N. C.—Granted joint motion to dismiss without prejudice applications for vol. relinquishment control of KFAB and for vol. assgn. license of WBT.

Blue Network Co., New York—Granted request for withdrawal of application for authority to transmit programs thru KFJZ to XELO and dismissed said application without prejudice.

Tentative Calendar . . .

KNOE Inc. Monroe, La.—CP and MP change type transmitter, studio location and for approval of antenna and transmitter location (Aug. 7).

WGBG Greensboro, N. C.—CP 850 kc 250 w N 1 kw'D, change from LS to SS Denver. Participant—WHDH Boston (Aug. 8).

Birney Imes Jr., Meridian, Miss.—CP new station, 1240 kc 250 w unlimited (Aug. 10).

WNBZ Saranac Lake N. Y.—License renewal (Aug. 11).

Applications . . .

JULY 29

WAIR Winston-Salem, N. C.—Vol. assgn. license to C. G. Hill and George D. Walker d/b WAIR Broadcasting Co.

WGL Fort Wayne, Ind.—Vol. assgn. license to Farnsworth Television & Radio Corp.

Shelbyville Radio Inc., Shelbyville, Ind.—CP new FM station, 46,100 kc, 3,730 sq. mi., $24,870 estimated cost.

KEX Portland, Ore.—Vol. assgn. license to Westinghouse Radio Stations Inc.

JULY 31

WBAL Baltimore—CP new commercial television station, Channel 6.

E. Anthony & Sons, Boston—CP new FM station, 43,400 kc, 19,650 sq. mi., $141,000 estimated cost.

World Publishing Co. and Tulsa Tribune Co., Tulsa, Okla.—CP new FM station, 45,700 kc, 23,850 sq. mi., $112,860 estimated cost.

WALA Mobile, Ala.—CP new FM station, 46,100 kc, 10,000 sq. mi., $75,000-$100,000 estimated cost.

City of Sebring, Fla.—CP new standard station, 1400 kc 250 w unlimited, amended to change 1400 kc to 1430 kc, increase power to 1 kw, change type transmitter and changes in antenna.

KOVO Provo, Utah—CP change 7240 kc to 960 kc, increase 250 w to 1 kw, install DA-N.

KASA Elk City, Okla.—Assignment of license to Southwest Broadcasting Co. (returned, incomplete).

KGKL San Angelo, Tex.—CP new FM station, 45,300 kc, 6,936 sq. mi. (returned, incomplete).

WAIR Winston-Salem, N. C.—Mod. license to change name of licensee to C. G. Hill and George D. Walker d/b WAIR Broadcasting Co. (dismissed).

AUGUST 1

WEEU Reading, Pa.—Transfer control from Clifford M. Chafey, Harold O. Landis, Harry S. Craumer and Raymond A. Gaul to George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein.

Altoona Broadcasting Co., Altoona, Pa.—CP new standard station, 1240 kc 250 w unlimited.

Potomac Broadcasting Corp., Alexandria, Va.—CP new standard station, 730 kc 250 w unlimited, amended re change type transmitter, corporate structure and specify studio site.

WMOH Hamilton, O.—License to cover CP authorizing new standard station.

WGBI Scranton, Pa.—CP new FM station, 48,100 kc, 19,557 sq. mi., $49,600 estimated cost.

WIL St. Louis—CP new FM station, 45,100 kc, 13,200 sq. mi., $25,000 to $30,000 estimated cost.

Capital City Broadcasting Co., Des Moines, Ia.—CP new standard station, 1600 kc 250 w unlimited.

Magic City Broadcasting Co., Birmingham, Ala.—CP new standard station, 1490 kc 250 w unlimited (returned, incomplete).

AUGUST 2

WARC Inc., Rochester, N. Y.—CP new standard station, 1240 kc 250 w unlimited, amended re changes in corporate structure.

WLIB Brooklyn, N. Y.—Transfer control from Irwin Steingut, Elias I. Godofsky, Aaron L. Jacoby, Arthur Faske, William Weisman and Louis W. Berne to Dorothy S. Thackrey.

AUGUST 3

E. Anthony & Sons, Providence, R. I.—CP new commercial television station, Channel 10.

WHBC Canton, O.—Mod. CP change frequency, increase power, changes in equipment and DA-N, for extension completion date from 8-15-44 to 9-15-44.

WOOD Grand Rapids, Mich.—License to cover CP for auxiliary transmitter.

WXYZ Detroit—Same.

Don Lee Broadcasting System, Hollywood, Cal.—Authority to transmit programs from Mutual or Don Lee affiliates to CKWX Vancouver, B. C.

AUGUST 4

WTIC-FM Hartford, Conn.—CP change 45,300 kc to 43,300 kc, 6,100 sq. mi. to 15,563 sq. mi., install new transmitter and antenna.

Trustees of Purdue U., West Lafayette, Ind.—CP new noncommercial educational station, 42,700 kc, 10 kw, A3 emission.

WRJN Racine, Wis.—CP new FM station, 49,100 kc, 2,540 sq. mi., $29,560 estimated cost.

WMBR Jacksonville, Fla.—CP change 1400 kc to 1460 kc, 250 w to 5 kw, install new transmitter, DA-N and move transmitter (petition to reinstate).

Canadian Troop Discs

CANADIAN BROADCASTING Corp. Dominion network programs are now being recorded at CJBC Toronto for troop broadcasts overseas. Recordings are flown overseas by transport and broadcast from BBC stations for Canadian troops soon after they have been on the air in Canada. Among the programs now going over are *Clary Settell's Gazette*, a musical program, *Reminiscing*, and *Latin-American Serenade*.

PROFESSIONAL DIRECTORY

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BUY WAR BONDS!

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Engineer by 1000 watt station in progressive midwestern city of 25,000. This is fine opportunity as station plans immediate and postwar expansion. Want full details on salary required and experience in first letter. All inquiries confidential. Box 503, BROADCASTING.

Station Manager Wanted to take full charge of a northern California regional station 50 miles outside of San Francisco. Good salary and conditions, must qualify, give draft status and experience. Send photograph and references with letter. Write Box 505, BROADCASTING.

Wanted—Experienced copy writer for retail accounts. Man or woman. Permanent position with progressive well-established agency in Ohio. Send complete details regarding experience, references, salary requirements, picture, and samples. Our employees know of this ad. Box 521, BROADCASTING.

Chief Announcer—Western network station, experienced, mature man, earnings $45 per week. Send details, experience, references. Box 526, BROADCASTING.

Salesman—For NBC and Blue outlet. Experienced man about 30 years or older. Salary $37.50 per week plus commission. Will give sufficient billing to start earnings at $50 per week. Send details, experience, references, KOB, Albuquerque, N. M.

Wanted—Chief Engineer for 250 watt Blue Network station. Good salary. State salary and experience. Address F. C. Ewing, WGRM, Greenwood, Miss.

Commercial Manager to develop national and regional accounts and hold present business that type. Established farm station. Not a local. Knowledge mail pull operation helpful. Acquaintance agencies and farm accounts desirable. Permanent. Central Atlantic. State all experience, education, salary expected. Confidential. Box 529, BROADCASTING.

Announcer—Good voice and able to announce news. Must be of good character and willing to develop into all around man. 4F in draft or honorably discharged. Previous experience unnecessary but desired. Progressive 250-watt Arkansas MBS station. Good steady pay assured. Send voice transcription and details pertaining to background. Box 530, BROADCASTING.

Sales Promotion Manager—Midwest clear channel station seeking man thoroughly grounded in trade and national advertising and advertising agency operations. Should have good working knowledge of production. Send complete details, education and experience, references. Box 534, BROADCASTING.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Wanted—Male announcer, newscaster. WREN, Lawrence, Kansas.

Indiana (local) needs announcer. Excellent opportunity. Wire, WHBU, Anderson.

Wanted—Chief announcer for Texas Blue-Mutual station. Send complete details immediately. Patt McDonald, Gen. Mgr., KPLT, Paris, Texas.

Chief Engineer. State age, experience, qualifications and salary expected. WMIS, Natchez, Mississippi.

Wanted—Experienced announcer who can handle news. Will consider training inexperienced man with possibilities. Excellent opportunity. Advise draft status and salary expected to start. WTJS, Jackson, Tennessee.

Announcer wanted at once. WCMI, Mutual affiliate, 250-watt station, Ashland, Kentucky.

Help Wanted (Cont'd)

Operator wanted. Apply at once. WDRC, Hartford 4, Conn.

Situations Wanted

Do you need an experienced dramatic script writer with fresh ideas and unusual talent? Write Box 444, BROADCASTING.

Station or sales manager immediately available, draft-exempt, sixteen years experience, excellent record and references. Box 455, BROADCASTING.

Manager: Present employed network station executive planning change. Age 44, college graduate, 21 years' comprehensive experience, best of credentials and contacts. Present employer knows of this ad. Your reply held confidential. Address Box 479, BROADCASTING.

Publicity Director—Young man, 25, with newspaper and publicity experience would like position as publicity director of radio station. Now employed by a national welfare service organization with outstanding public relations department. Will submit outline of publicity program which might fit your needs. Box 514, BROADCASTING.

Station Manager—Eleven years experience all phases broadcasting. Excellent references, good record. Now employed. Available thirty to sixty days notice. Prefer operating agreement with salary and bonus. Will give your station smooth operation with maximum profit. South or southeast preferred. Write Box 515, BROADCASTING.

Station Manager—Ten years solidly successful operation local channel network affiliates, major and secondary markets, seeks management or executive situation offering challenge, opportunity for progress, permanence. Married, 36, honorably discharged. Good record, references, reason for change. Full details on query to Box 516, BROADCASTING.

Sales Manager—Proven sales record. Draft exempt. Now employed 5 KW station. Excellent references. Available 30 days' notice. Box 517, BROADCASTING.

Chief Engineer—Available 3 weeks' notice. 10 years' operation, maintenance, design. Full responsibility AM-FM. Airmail data, photo. Box 518, BROADCASTING.

Available—Radio promotional talent composed of: 1. Promotion and research experience, network station. 2. A university background of marketing and advertising. 3. Energy, intelligence, and ideas. This talent is presently employed, but now ready to assume greater responsibilities. Box 519, BROADCASTING.

Newscaster—News Analyst. Extensively traveled. Background of foreign politics. Some knowledge of French, German, Russian languages. Slight English accent. 49. Prefer small station. Box 520, BROADCASTING.

Young woman desires position with progressive station. 12 years experience as program manager, announcing, promotion, traffic, continuity and office manager in local station. Employed now. Write Box 522, BROADCASTING.

Hold first class license. Ex-Navy radio man. No other previous experience. Draft classification 1 AH. Age 39. Married. Son 4 years. State salary. Accept best offer. Go anywhere. Box 523, BROADCASTING.

Promotion or program assistant—girl, 26, five years experience. Background at well-known regionals also includes publicity, traffic, continuity, secretarial. College graduate. Box 524, BROADCASTING.

Chief Announcer, assistant program director, metropolitan station—wants program management, announcing, newscasting—small community. Efficient operation guaranteed. Box 525, BROADCASTING.

Situations Wanted (Cont'd)

How about it? Continuity writer, young lady. 2 years' station and agency experience. Radio college background. Excellent references. Box 531, BROADCASTING.

News Editor-Announcer, play-by-play sports man, now employed 5,000 watt regional station, wants change. Newspaper experience. Box 532, BROADCASTING.

Program Director—Production, promotion and musical background. Several years network experience. Will consider smaller station. Available for interview at NAB Convention. Box 535, BROADCASTING.

Television Director—Young woman with originality, imagination, and comprehensive background of television programming; 2 years experience, available to active station or agency. Box 536, BROADCASTING.

Engineer. Writer, Radiotelegrapher available September. Refer my classified July 3rd BROADCASTING. Marlo Wynn, 224 South Fitzhugh, Dallas.

Announcer—Three years network experience. 24 years. Prefer New England. Draft deferred. Write Box 528, BROADCASTING.

Writing—Scripts or publicity. Woman employed feminine dept. key New York seeks part-time assignments. Knows magazine and newspaper fashion, food, beauty editors and fields. Box 537, BROADCASTING.

Writer—Producer, program director with management background, wishes affiliation with live growing station. Probably available Sept. 15, 1944. Box 538, BROADCASTING.

Wanted to Buy

Wanted to buy either 250, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

250 watt equipment, complete with all accessories. Cash. All replies answered. Box 488, BROADCASTING.

Wanted at once—Necessary equipment for complete 5 kw broadcast installation. Transmitter, 3 towers, termination and phrasing equipment and crystals. Box 492, BROADCASTING.

Wanted: 1 KW transmitter, late model or old model capable of modernization; directional phasing and coupling equipment or parts for three element system; state details and price. Box 510, BROADCASTING.

Wanted—Two 270-A tubes. Western Electric or Amperex, new or used. Write Box 511, BROADCASTING.

Wanted to Buy—Have cash for 100- or 250-watt station. Any location considered. Box 533, BROADCASTING.

For Sale

Portable recorder, Presto model EA7. Dual speed 12-inch turntable. KBUR, Burlington, Iowa.

Gillette Sponsors Boxing On Yearly Basis on MBS

GILLETTE Safety Razor Co., Boston, last week signed agreements with MBS to sponsor boxing broadcasts every Friday at 10 p.m. throughout the year, starting Friday, Sept. 8. Prior to this arrangement, Gillette's agreement with Mutual called for a minimum of 26 fights a year with no provision for continuous weekly broadcasts.

Major part of the series will originate from New York's Madison Square Garden, but agreement provides for broadcasts from other fight centers throughout the country. Description of the bouts will continue to be handled by Don Dunphy and Bill Corum, MBS sportscasters. Agency is Maron, Inc., New York.

Miles Renews Keystone

MILES LABS., Elkhart, Ind., manufacturers of Alka-Seltzer and One-a-Day vitamins, has renewed *Lum 'n' Abner* for 52 weeks on Keystone Broadcasting System, transcription network. July marked the start of the fourth year for the program on Keystone. Agency is Wade Adv., Chicago.

HOURLY nighttime rate of WJR Detroit goes to $800, effective Aug. 15. Present rate is $700.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Course
SEPTEMBER 5
8 Weeks' Evening Course
AUGUST 21

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

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1121 Vermont Ave., Wash. 6, D. C.
District 1640

BOB SHAW
RADIO WRITER
Front Page Farrell—NBC
Appointment With Life—BLUE
340 E. 52nd St. Eldorado 5-4979
New York City

BUY
WAR BONDS

FCC May Apply 'Iron Hand' Rule to Postwar FM, Video

Justice Department 'Vigilance' For Possible Anti-Trust Infractions Being Maintained

PROSPECT of rigid application of the FCC's network monopoly regulations in the postwar fields of FM and television is being emphasized in events in Washington.

Supplementing exploratory activities by the FCC earlier this year, in eliciting from networks their policies as to FM and television service, it was stated at the Dept. of Justice Anti-Trust Division that "vigilance" is being maintained in connection with these developments to catch up any possible infraction of the anti-trust statutes. Wendell Berge, Assistant Attorney General in charge of the Anti-Trust Division, said he has advised his staff to take stock of FM and television network plans and policies.

Inquiries Made

Declaring he had no desire to "throw a scare into anyone," Mr. Berge said it was the function of his Division to look into matters having possible anti-trust aspects. He indicated he would discuss the question with FCC Chairman James Lawrence Fly, because his Department did not want to cut across any study or inquiry being made by the Commission. At this stage, he asserted, it isn't even certain that the Justice Dept. will get into the matter. He said inquiries had been made at the Department and that the customary check would be undertaken.

Last May the FCC, taking cognizance of commitments of major networks to provide regular affiliates with network program service for FM stations, requested all national and regional networks for full statements of their policy, present and future, on FM program service. Contracts also are being reviewed as to provisions regarding television.

The Commission also had requested stations to supply program data for a typical week in April 1943 and the corresponding week in 1944, to ascertain the degree of network program service to affiliate stations in the light of the chain monopoly regulations.

John J. Sirica, general counsel of the House Select Committee to investigate the FCC, said last week the whole subject of postwar services will be discussed by the Committee when it convenes next month. Committee members, he commented, have evinced considerable interest in these new services and possible legislative requirements governing provision of facilities and limitations on ownership. He emphasized, however, that consideration to date has been casual and that the course of the Committee's study will depend upon views of members in connection with projected radio legislation.

Conditional CP to KJAN

FCC last week adopted an order granting the petition of KNOE Inc., Monroe, La., for reconsideration and grant without further hearing of its application for a construction permit for a new standard station (KJAN) at Monroe. The grant was made on condition that the permit will not be issued until applicant proves he is able to comply with the Jan. 26 WPB-FCC Order and is able to complete construction of KJAN within a reasonable period of time.

Harm Promoted

F. G. HARM, for eight years a salesman of WJJD Chicago, has been appointed sales manager succeeding Arthur Harre, who on July 24 became manager of the station when Marshall Field took over. Mr. Harm formerly was with WCFL Chicago.

Milk Bottle News

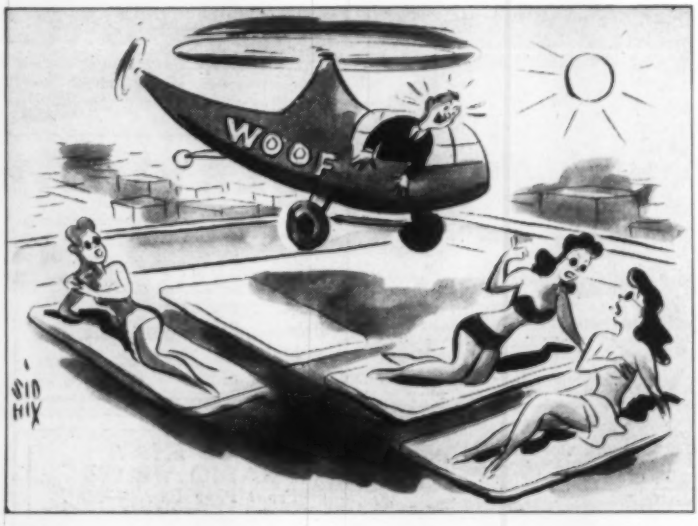
ESKAY DAIRY Co., Ft. Wayne, Ind. with the motto "Tell the World Your News" permits its customers to do that by putting a collar around the neck of each milk bottle with space for customers to fill in items of parties, men in service, oddities, clubs and lodge news. These are collected by the milkmen, turned in to be sorted and arranged for broadcast on the dairy's news program on WGL Ft. Wayne, Monday through Friday, at 5 p.m.

"WE WANT CANTOR", echoed 45,000 members of the Organized-Labor Bond Committee (AFL, CIO, American Brotherhood) of Richmond, Va., and Wilbur M. Havens, president of WMBG, wrote the banjo-eyed comedian. Here Mr. Havens (r) greets Eddie at the train when the labor favorite arrived to help the War Bond drive. He brought with him Nora Martin, Bert Gordon (the Mad Russian) and Grace Shannon, pianist. 90% of Organized Labor Committee bought extra bonds.

Public Wants Live Video According to Pulse Data

TELEVISION SET owners in the East want more shows with live talent and "real life events" such as sports, newsreels, according to the July 15 issue of *The Radio Audience*, monthly newsletter of the Pulse of New York Inc. *Newsletter* covers for the first time results of surveys of both New York and Philadelphia audiences since the latter city has been added to the PNY interview area.

Opinions on Trial (WCBW New York) was named by all interviewees as the most interesting program, according to the bulletin. Included in the *Newsletter* is an extensive analysis of D-Day listening showing a sharp drop in sets-in-use June 7 following an all time high June 6 of an average 53.2% of sets in use per quarter-hour.



Drawn for BROADCASTING by Sid Hix

"It's the WOOF Roving Reporter!"

Survey Criticizes Few Wartime Ads

AAAA Reports on Magazines, Newspapers, No Radio

A MAXIMUM of 80 "objectionable" advertisements of 31 advertisers, representing less than 2% of the 5,849 newspaper and magazine ads considered, was found by the War Advertising Survey Committee to the American Assn. of Advertising Agencies and the National Assn. of Better Business Bureaus in a recently completed survey.

The report, excluding radio, covered the October and November 1943 issues of leading magazines and newspapers. The objectionable ads that organized advertising is seeking to correct were considered so for reasons of exaggeration, trading upon war theme offensively, misrepresentation, scare appeal, over-emotionalism.

After each agency responsible for placing one or more of the criticized ads had been notified direct, copies of the report were distributed to agencies throughout the country. Members of the boards of directors of the 85 Better Business Bureaus in the U. S. and Canada also have received copies marked confidential.

With respect to future advertising, the committee makes the following recommendations:

1. National advertising with a war connotation should establish a properly proportioned relationship between the war product or services advertised, and the war effort.
2. National advertising with a war connotation which seeks to promote a product or service, which has no clear connection with the war effort, should do so inoffensively.
3. National advertising with a war connotation should be free from false, misleading or deceptive statements.
4. National advertising with a war connotation should induce consumer understanding and cooperation.
5. National advertising with a war connotation should avoid "trading upon" the suffering and sacrifices of war to promote a product or service.

Satellite FM, Two Video CPs Granted by the FCC

THE JOURNAL Co., publisher of the *Milwaukee Journal* and licensee of WTMJ and WMFM, Milwaukee standard and FM outlets, last week was granted a construction permit by the FCC for a new developmental broadcast station to operate as an experimental satellite station with WMFM. Facilities are 45,500 kc with power not in excess of 100 w. The special temporary authorization was on condition that the Commission may at any time terminate the grant, should such need arise.

William B. Still, trading as the Jamaica Radio-Television Co., Jamaica, Long Island, N. Y., was granted a construction permit for a new experimental television station on Channel 13 with power of 400 w visual and 100 w aural. Gus Zaharis, South Charleston, W. Va., also was granted a construction permit for a new experimental television station on Channel 1, with power of 200 w visual and 110 w aural.

DEDICATED

IN BEHALF OF

AMERICAN BROADCASTING

TO THE HOME AND THE COMMUNITY

Senator Harry S. Truman, prominent Missouri member of the United States Senate since 1935, has this to say of radio, "Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demagogues of the Old World will find no place in our way of life."

Planning for the Tomorrow

KMBC is preparing itself for added responsibilities. This station has attained an enviable position of public service to its area of operation—and thereby indirectly to the nation itself. Accomplishments today, however, may fall far short of future responsibilities. That is why KMBC is giving practical consideration—*not tomorrow, but right now*—to radio's place in the post-war community. A national survey by KMBC of radio's role in education is one such planning development already *in the works.*

KMBC

OF KANSAS CITY

Of course—
KMBC FM.
An extra service at no extra cost.

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI & KANSAS